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Planning

Provision of Production of Digital Augmented Reality (AR) App and Mulitimedia Experience

UHI North,West and Hebrides

F01: Prior information notice
Prior information only
Notice identifier: 2025/S 000-007968
Procurement identifier (OCID): ocds-h6vhtk-04e99e
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Section I: Contracting authority

I.1) Name and addresses

UHI North,West and Hebrides

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Email

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Telephone

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Country

United Kingdom

NUTS code

UKM - Scotland

Internet address(es)

Main address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA30654

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA30654

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

Additional information can be obtained from the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provision of Production of Digital Augmented Reality (AR) App and Mulitimedia Experience

Reference number

CS-NWH-30321

II.1.2) Main CPV code

- 72000000 - IT services: consulting, software development, Internet and support

II.1.3) Type of contract

Services

II.1.4) Short description

Introduction

The College is seeking to enter a contract for the creation of a digital Augmented Reality (AR) app and multimedia experience, as part of the Barra and Harris Unearthed project. This new funded project takes forward the concept, learnings and experience developed as part of the highly successful Uist Virtual Archaeology Project (https://linktr.ee/uistunearthed). This contract will deliver:

A digital App containing high-quality computer-generated Augmented Reality (AR) reconstructions of six archaeological sites in the Outer Hebrides – three in Barra, and three in Harris. Content and installations for a modular multimedia exhibition

Engagement activities and support surrounding the creation of these digital products

A costed digital product maintenance package

The products will be created in consultation and collaboration with the Project Team (Archaeology staff from UHI North, West and Hebrides). The AR app and multimedia experience will be used by both local communities and visitors to the region. It will form a key new community asset and heritage tourism offering in Barra and Harris. The app must be free to use, cross-platform and publicly available, suitable for both iOS and Android operating systems and be designed to a high standard where it functions in an intuitive

and efficient way.

II.1.5) Estimated total value

Value excluding VAT: £220,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

• 72000000 - IT services: consulting, software development, Internet and support

II.2.3) Place of performance

NUTS codes

• UKM6 - Highlands and Islands

II.2.4) Description of the procurement

UHI North, West and Hebrides (https://www.nwh.uhi.ac.uk/en/) forms part of the University of Highlands and Islands (UHI). UHI NWH offers courses from NC level, through to undergraduate and postgraduate programmes and doctoral research from campuses across Outer Hebrides and Highland region. UHI NWH Archaeology staff based at Cnoc Soilleir, South Uist will lead delivery on Barra and Harris Unearthed, supported by UHI NWH WHICH will manage all funds on behalf of the project and procure all external contracts.

The landscapes of Barra and Harris boast archaeological sites of local, national and international significance. However, many of these sites remain largely inaccessible to visitors and members of the community, in terms of understanding and wider engagement with the archaeological landscape. The Archaeology team at UHI NWH have received funding for a project which will raise awareness of unique archaeological assets in Barra and Harris and realise the potential of decades of archaeological research across these landscapes. The project is supported by Historic Environment Scotland, Highlands and Islands Enterprise, The National Lottery Heritage Fund, the SSEN Transmission's Regional Community Benefit Fund, and Comhairle nan Eilean Siar. It runs from April 2025-March 2028.

Barra and Harris Unearthed will create a series of six augmented reality (AR) reconstructions of archaeological sites, informed by archaeological research. Reconstructions will be accessed by smart devices via an app. A digital overlay of

information on users' surroundings will be 'triggered' by landscape locations at the six sites. Through the app, the visitor can explore the site visually, and access detailed information about their structures and its history. The user will have the freedom within the app to explore different levels of information and data and ideas for innovative and exciting presentations of archaeology using AR that go beyond full structural reconstructions are welcomed by the Project Team. The sites for inclusion have not yet been finalised, with shortlisting and selection taking place during a scoping period which includes consultation with local community groups. Possible sites in Barra include the Bronze Age cemetery at Allasdale dunes, Bun Bharpa Neolithic tomb, and Cille Bharra chapel. Possible sites in Harris include Northton Mesolithic midden, the Iron Age settlement at Dun Borve and the surrounding post-medieval landscape, and Bunabhainneadar whaling station. Interpretation will be framed around two key themes: death and spirituality; and industry and economy. The sites for inclusion will be finalised and communicated to the successful bidder upon commencement of the contract.

The AR reconstructions will be complemented by a multimedia exhibition which can be installed in local museums across the Outer Hebrides, as well as displayed at regional and national museum pop-ups to ensure wider accessibility for those who cannot access the landscapes directly. This exhibition should also be modular, so that elements of the exhibition can be brought as pop-ups to other, less static venues such as schools and community events. The multimedia exhibition may comprise state-of-the-art VR equipment (for example, a VR headset or dome) for a more immersive experience within a controlled environment, 3D printed artefacts, podiums containing interactive features, and other immersive elements. This will enable inclusion of higher specification multi-media content that will add another layer of depth and detail to the overall user experience. It is anticipated that much of the content within the exhibition will be repurposed from the AR app in new ways The use of various 'layers' of immersive, creative content within the AR app and exhibition will encourage users to explore information on their own terms, according to their interests.

II.3) Estimated date of publication of contract notice

24 March 2025

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section VI. Complementary information

VI.3) Additional information

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(SC Ref:791844)