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Contract

Contract to Supply Footfall Data for Town Centres in England and Wales for the Valuation Office Agency

Valuation Office Agency

F03: Contract award notice

Notice identifier: 2024/S 000-011952

Procurement identifier (OCID): ocds-h6vhtk-0422e4

Published 12 April 2024, 11:45am

Section I: Contracting authority

I.1) Name and addresses

Valuation Office Agency

10 South Colonnade

LONDON

E144PU

Contact

Bruce Thomson

Email

bruce.thomson@voa.gov.uk

Telephone

+44 3000501624

Country

United Kingdom

Region code

UKI42 - Tower Hamlets

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

www.gov.uk/government/organisations/valuation-office-agency

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Contract to Supply Footfall Data for Town Centres in England and Wales for the Valuation Office Agency

Reference number

VOA-2023-064

II.1.2) Main CPV code

- 72314000 - Data collection and collation services

II.1.3) Type of contract

Services

II.1.4) Short description

Contract to Supply Footfall Data for Town Centres in England and Wales for the Valuation Office Agency.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £105,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

England and Wales

II.2.4) Description of the procurement

The Valuation Office Agency (VOA) is an executive agency of His Majesty's Revenue and Customs (HMRC).

As the public sector's property valuation experts, we provide valuations and property advice to the government and local authorities in England, Scotland and Wales to support taxation and targeted financial support for families and individuals.

The VOA also provides property valuation and surveying services to public sector bodies.

Its work includes:

- compiling and maintaining lists of council tax bands for approximately 26 million domestic properties.
- compiling and maintaining lists detailing the rateable value of over 2 million commercial properties for business rates.
- determining Local Housing Allowance rates across England.

- advising local authorities of the maximum subsidy level payable for Housing Benefit claims under the local reference rent system.
- maintaining a register of fair rents for regulated tenancies in England.
- providing statutory valuations to support taxes administered by HMRC and the administration of benefits by the Department for Work and Pensions; and
- providing a range of independent property advice and valuations across the public sector.

Please see www.voa.gov.uk for further details.

The Agency provides services for different types of customers including:

- Occupiers and owners across non-domestic and domestic properties, who may not appoint a representative or trusted helper to interact on their behalf.
- Billing Authorities - when they engage with a VOA service or act an intermediary on behalf of customers.
- Other public bodies - who require valuations or property advice from the VOA to carry out their functions.

The footfall and retail vacancy rates in a particular town centre are traditionally regarded as a measure of the economic health of the location and a contributory factor in the levels of rents paid for retail units in the location. Any changes in footfall or vacancy rates can have a knock on effect to rental values.

It is generally acknowledged that footfall is a strong indicator of a location's trading performance, and this has been corroborated by the private sector identifying that town centres, with higher footfall volumes, generate a greater level of spend.

This often translates into the levels of rents that are paid for retail outlets, and aids in comparison between streets in a town/city centre, within streets and between town centres.

As the Rateable Values determined by the VOA have a direct relationship with the rental value of premises, as at a defined date, it follows that footfall can have a direct comparative relationship between Rateable Values.

The VOA needs to acquire suitable footfall data to assist in the preparation of Rateable Values for the 2026 Rating Lists.

The dataset that the VOA requires is as follows:

- The data should separately cover and identify 100+ town / city centres in England and Wales. For city centres and larger town centres it should be broken down to separately provide data for identified main shopping streets. It would be an advantage if "landmark" shopping streets, such as Oxford Street in London were further broken down into defined geographical sectors.
- Initially the data should cover the period from 1st April 2024 to 1st April 2027 and be supplied on an ongoing quarterly basis from the beginning of the contract.
- For each centre/street it must provide:
 - Weekly average footfall by month;
 - Data to be provided as volumes and year-on-year percentage change;
 - Data to be provided in Excel spreadsheet format;
 - There needs to be no restriction against the VOA downloading the data provided, storing it on our own systems and quoting the data at a later date.
- Each quarterly Footfall report must:
 - Detail approach and methodology adopted;

II.2.5) Award criteria

Quality criterion - Name: As specified in ITT / Weighting: 70

Price - Weighting: 30

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-001954](#)

IV.2.9) Information about termination of call for competition in the form of a prior information notice

The contracting authority will not award any further contracts based on the above prior information notice

Section V. Award of contract

Contract No

VOA-2023-064

Title

Contract to Supply Footfall Data for Town Centres in England and Wales for the Valuation Office Agency

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

11 March 2024

V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 3

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

MRI Software Limited

9 King Street

London

EC2V 8EA

Country

United Kingdom

NUTS code

- UK - United Kingdom

Justification for not providing organisation identifier

Not on any register

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £105,000

Total value of the contract/lot: £105,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Valuation Office Agency

10 South Colonnade

London

E14 4PU

Email

www.tenders@voa.gov.uk

Country

United Kingdom