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Contract

Historic Royal Palaces Digital Visitor Guide Content

Historic Royal Palaces

F03: Contract award notice

Notice identifier: 2025/S 000-013979

Procurement identifier (OCID): ocds-h6vhtk-046a51

Published 9 April 2025, 2:05pm

Section I: Contracting authority

I.1) Name and addresses

Historic Royal Palaces

Hampton Court Palace

Surrey

KT8 9AU

Contact

Rebecca OMeara

Email

Procurement@hrp.org.uk

Telephone

+44 3333206000

Country

United Kingdom

Region code

UKJ - South East (England)

Internet address(es)

Main address

www.hrp.org.uk

I.4) Type of the contracting authority

Other type

Independent Charity

I.5) Main activity

Recreation, culture and religion

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Historic Royal Palaces Digital Visitor Guide Content

Reference number

HRP6568

II.1.2) Main CPV code

- 92500000 - Library, archives, museums and other cultural services

II.1.3) Type of contract

Services

II.1.4) Short description

We will be running a tender process with the intention of establishing Framework Agreements for the provision of content for our existing Digital Visitors Guide (DVG).

The DVG provides audio and visual content on a mobile device in multiple languages, including British Sign Language. DVGs also offer specialist Audio Described tours (in English-only) for blind and partially sighted visitors.

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £300,000

II.2) Description

II.2.1) Title

General Content Production

Lot No

Lot: 1

II.2.2) Additional CPV code(s)

- 79530000 - Translation services
- 79540000 - Interpretation services
- 63514000 - Tourist guide services
- 63513000 - Tourist information services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

Content production for HRP's existing Digital Visitor Guide in English and multiple languages. This is to include script writing, translation (where appropriate), and production.

Current languages offered across HRPs sites are: Dutch, French, German, Italian, Japanese, Korean, Mandarin, Portuguese, Russian, Spanish, Ukrainian and British Sign Language. Content production may also include Audio Described tours. Specialist services can be sub-contracted where necessary.

II.2.5) Award criteria

Quality criterion - Name: Technical Criteria / Weighting: 50

Quality criterion - Name: Social Value / Weighting: 10

Cost criterion - Name: Commercial Criteria / Weighting: 40

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2.14) Additional information

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/GP5TY524A9>

II.2) Description

II.2.1) Title

Content Production: British Sign Language

Lot No

Lot: 2

II.2.2) Additional CPV code(s)

- 79530000 - Translation services

- 79540000 - Interpretation services
- 63513000 - Tourist information services
- 63514000 - Tourist guide services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

Production of British Sign Language tours for HRP's existing Digital Visitor Guide.

II.2.5) Award criteria

Quality criterion - Name: Technical Criteria / Weighting: 50

Quality criterion - Name: Social Value / Weighting: 10

Cost criterion - Name: Commercial Criteria / Weighting: 40

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Content Production: Audio Described

Lot No

Lot: 3

II.2.2) Additional CPV code(s)

- 79530000 - Translation services
- 79540000 - Interpretation services
- 63513000 - Tourist information services
- 63514000 - Tourist guide services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

Production of Audio Described tours for HRP's existing Digital Visitor Guide.

II.2.5) Award criteria

Quality criterion - Name: Technical Criteria / Weighting: 50

Quality criterion - Name: Social Value / Weighting: 10

Cost criterion - Name: Commercial Criteria / Weighting: 40

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-016462](#)

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

7085

Lot No

12

Title

DVG Content Lot 1 and Lot 2 Content Production and BSL

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

7 March 2025

V.2.2) Information about tenders

Number of tenders received: 6

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

V.2.3) Name and address of the contractor

Advanced Thinking Systems Ltd (t/a ATS Heritage)

100 Nest Business Park, Martin Road, Havant

Hants

PO9 5TL

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

02990563

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £270,000

Total value of the contract/lot: £270,000

Section V. Award of contract

Contract No

7084

Lot No

3

Title

DVG Content Lot 3 Audio Description (AD)

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

27 February 2025

V.2.2) Information about tenders

Number of tenders received: 5

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

V.2.3) Name and address of the contractor

Smartify CIC

12 Frobisher Road

London

N8 0NS

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

09903509

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £30,000

Total value of the contract/lot: £30,000

Section V. Award of contract

Contract No

7086

Lot No

1

Title

DVG Content Lot 1 Content Production

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

31 March 2025

V.2.2) Information about tenders

Number of tenders received: 5

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

V.2.3) Name and address of the contractor

Imagineear Ltd

The Blomfield Rooms, Fulham Palace, Bishop's Avenue

London

SW6 6EA

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

06887633

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £240,000

Total value of the contract/lot: £240,000

Section VI. Complementary information

VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=917205384> GO
Reference: GO-202549-PRO-30093143

VI.4) Procedures for review

VI.4.1) Review body

Historic Royal Palaces

Hampton Court Palace

East Molesey

KT8 9AU

Country

United Kingdom