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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](mailto: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](http://www.hrp.org.uk)

**I.4) Type of the contracting authority**

Other type

Independent Charity

**I.5) Main activity**

Recreation, culture and religion

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**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

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## **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

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## **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

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## **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

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## **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

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## **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