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Planning

## **Greater Cambridge Shared Planning Map Reading and Placemaking Game (Using Digital Technology)**

South Cambridgeshire District Council  
Cambridge City Council

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

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Procurement identifier (OCID): ocds-h6vhtk-0507a7 ([view related notices](#))

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### **Scope**

### **Description**

#### Introduction

The Greater Cambridge Shared Planning (GCSP) is looking for a service, in the form of a game, that encourages residents to move more and connect with their local area, within the publicly accessible areas in a new settlement in the Greater Cambridge region with a population of around 13,000, via walking, based on a orienteering approach to complete a prescribed set of destinations to visit, involving map reading and appreciation of placemaking with the use of digital technology in a safe way.

#### Service requirements

We envision the service provider to supply us with the IT technology fixed points to be installed across the area concerned to allow participants to 'check-in', to demonstrate that

they have visited that place. These fixed points should be about 500m apart and be connected to an app that people can use with their mobile devices. We would like the results of participants' (individuals or groups) walking or wheeling distance (wheelchairs or mobility scooters or bicycles) and their views of the locality from a placemaking perspective analysed, and that a report is produced based on these results to demonstrate the impact of the service on health, well-being, community cohesion, minimizing carbon footprint and placemaking, as well as navigation/map reading skills. The report should provide data and recommendations concerning the population's wellbeing, insights into how people use the area and for what purpose, behaviour change leading to a more active lifestyle and thoughts on placemaking. The report should also include a section to evaluate the success of the masterplanning of this new settlement in terms of the 4Cs set out in the Cambridgeshire Quality Charter of Growth, covering: Character, Connectivity, Climate and Community.

We expect to have access to a website-based platform to view the participants' progress throughout the activity period.

#### Timeline

We are looking to have this service provided to us in June or July 2025 for several weeks, and the report, showing the results the game with the aforementioned recommendations, should be provided to us by the end of August 2025.

#### Resources required

1. Robust fixed-point equipment connected to a web-based platform registers the participants' visits. The service should include installation and obtaining relevant permissions from the relevant authority.
2. An app that allows participants to download it to their mobile devices which will allow them to do the 'check-in' when they visit these fixed points.
3. A web-based platform that is accessible by us (GCSP) to monitor participant's progress.
4. This web-based platform should also be accessible by the participants so that they can see their progress.
5. Production of maps identifying the fixed points, considering road safety and the need to reflect on the merits of those places from a placemaking perspective.
6. Provide PR and marketing support to promote the service.
7. Production of a report based on these results to demonstrate the impact of the service

on health, well-being and placemaking. The report should provide data and recommendations concerning the population's wellbeing, insights into how people use the area and for what purpose, behaviour changes leading to a more active lifestyle and thoughts on placemaking.

### **Total value (estimated)**

- £30,000 excluding VAT
- £36,000 including VAT

Below the relevant threshold

### **Contract dates (estimated)**

- 1 June 2025 to 27 July 2025
- 1 month, 27 days

### **Main procurement category**

Services

### **CPV classifications**

- 72212326 - Mapping software development services

### **Contract locations**

- UKH1 - East Anglia
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## **Engagement**

### **Engagement deadline**

30 April 2025

### **Engagement process description**

To inform us of your expression of interest in this opportunity please do so via email to [sean.missin@scams.gov.uk](mailto:sean.missin@scams.gov.uk) by Wednesday 30/04/25, no later than 5pm

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Submission**

### **Publication date of tender notice (estimated)**

2 May 2025

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## **Contracting authorities**

## **South Cambridgeshire District Council**

- Public Procurement Organisation Number: PPLL-9624-BHXR

Cambourne Business Park

Cambourne

CB23 6EA

United Kingdom

Email: [sean.missin@scambs.gov.uk](mailto:sean.missin@scambs.gov.uk)

Region: UKH12 - Cambridgeshire CC

Organisation type: Public authority - sub-central government

## **Cambridge City Council**

- Public Procurement Organisation Number: PCBT-6819-NDPJ

The Guildhall

Cambridge

CB2 1BY

United Kingdom

Email: [procurement@cambridge.gov.uk](mailto:procurement@cambridge.gov.uk)

Region: UKH12 - Cambridgeshire CC

Organisation type: Public authority - sub-central government

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## **Contact organisation**

Contact South Cambridgeshire District Council for any enquiries.