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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](#)

Notice identifier: 2025/S 000-017096

Procurement identifier (OCID): ocds-h6vhtk-0507a7

Published 25 April 2025, 3:19pm

Changes to notice

This notice has been edited. The [previous version](#) is still available.

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

The service provider needs to be recognised as a 'system partner' by Sport England, as we seek funding from Sport England to support our work.

We would like 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' using either a card or an app, to demonstrate that they have visited that place. The app-based solution must support RFID technology to allow for full participation from children (restricted by GDPR) and communities with limited digital access.

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 analyzed, 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 purposes, 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.

The programme needs to demonstrate a consistent engagement of over 10% of the local population.

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 of the game with the recommendations above, 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 participants' visits. The service should include installation and obtaining relevant permissions from the appropriate 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 to us (GCSP) to monitor participants' progress.
4. This web-based platform should also be accessible to 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 purposes, 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

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@scambbs.gov.uk by Wednesday 30/04/25, no later than 5pm

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

2 May 2025

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

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

Region: UKH12 - Cambridgeshire CC

Organisation type: Public authority - sub-central government

Contact organisation

Contact South Cambridgeshire District Council for any enquiries.