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Award

## **Immersive Studio Installation**

Coventry University

F15: Voluntary ex ante transparency notice

Notice identifier: 2022/S 000-017200

Procurement identifier (OCID): ocds-h6vhtk-0349d5

Published 23 June 2022, 1:55pm

### **Section I: Contracting authority/entity**

#### **I.1) Name and addresses**

Coventry University

PRIORY STREET

COVENTRY

CV15FB

#### **Contact**

Tanzila Ahmed

#### **Email**

[procurement@coventry.ac.uk](mailto:procurement@coventry.ac.uk)

#### **Telephone**

+44 7392096976

**Country**

United Kingdom

**NUTS code**

UKG33 - Coventry

**Internet address(es)**

Main address

[www.coventry.ac.uk](http://www.coventry.ac.uk)

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

Body governed by public law

**I.5) Main activity**

Education

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**Section II: Object****II.1) Scope of the procurement****II.1.1) Title**

Immersive Studio Installation

Reference number

PD-761

**II.1.2) Main CPV code**

- 92100000 - Motion picture and video services

**II.1.3) Type of contract**

Services

### **II.1.4) Short description**

Coventry University seeks a sole supplier to deliver a project to 'fit-out' the Immersive studio spaces within the new Delia Derbyshire Building, as part of the FAH redevelopment project. This is a highly specialised supply and installation project requiring a high-degree of bespoke design, a particular specification, and project-service integration.

### **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: £300,000

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 34150000 - Simulators
- 92100000 - Motion picture and video services

### **II.2.3) Place of performance**

NUTS codes

- UKG33 - Coventry

### **II.2.4) Description of the procurement**

Coventry University seeks a sole supplier to deliver a project to 'fit-out' the Immersive studio spaces within the new Delia Derbyshire Building, as part of the FAH redevelopment project. This is a highly specialised supply and installation project requiring a high-degree of bespoke design, a particular specification, and project-service integration.

Due to the technical complexity and the critical nature of the project, as well as the frequent cycles of technology re-fresh in this field, Faculty colleagues undertook a pre-market engagement some months ago seeking professional advice and guidance to establish a broad project requirement/specification for the complete delivery of a highly innovative Immersive studio capability in our new building.

This high-level engagement made clear that one supplier: Gren Spencer / Wireframe

Extended Reality, had by far the most comprehensive understanding of the parameters of the project requirement and provided the most credible proposal and the areas which needed to be developed further.

The FAH Redevelopment Project team has had to continue to undertake the very significant pre-engagement activity with Gren Spencer / Wireframe Extended Reality, including user-case workshops and focus-groups, in order to develop the planned delivery of the technical solution, which is itself highly complex and defined within a number of constraints. This pre-engagement has required direct dialogue between Gren Spencer / Wireframe Extended Reality, the Faculty as end-users, and McLaughlin & Harvey the main project contractor, in order to resolve questions about the interaction between the building's physical infrastructure and the two immersive studio installations - e.g. the requirements for room-in-room sound-insulation and e.g. the relationship between the specialist servers for the studios, the buildings data network and the Digital Asset Management system. The sound proofing for immersive installation had to be designed in direct consultation between the main contractor, the project architects, and the identified supplier.

The resulting proposed design solution has been worked-up with Gren Spencer / Wireframe Extended Reality and is a fully bespoke installation, which sits within the infrastructure of the building-space and its physical/ M&E and Data network parameters. The installations of the highly specialist, binaural sound and 360 AR/VR capture technologies need to interface precisely with the power and data infrastructure as it has been delivered by the main construction contractor. A major aspect of these bespoke designs is that whilst they use some generic components - they are custom solutions made to fit within the spaces and the M&E and Digital Data infrastructure, which has itself been specifically designed in collaboration with the main contractor.

The collaboration that we have established with Gren Spencer / Wireframe Extended Reality has brought a high degree of added-value to the project, both in terms of the efficacy of the design proposal, which has been achieved because of their market-leading capability in design and supply of such systems; but also, the establishment of lines of communication and collaboration between them as the supplier, our estates project management team and the main redevelopment project contractors.

As a result of the above Gren Spencer / Wireframe Extended Reality are able to meet the needs of this now highly specific project brief and provide the best available end-to-end solution and added-value to this critical project.

## **II.2.11) Information about options**

Options: No

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## Section IV. Procedure

### IV.1) Description

#### IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

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

The procurement is covered by the Government Procurement Agreement: No

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## **Section V. Award of contract/concession**

A contract/lot is awarded: Yes

### **V.2) Award of contract/concession**

#### **V.2.1) Date of conclusion of the contract**

23 June 2022

#### **V.2.2) Information about tenders**

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

#### **V.2.3) Name and address of the contractor/concessionaire**

Wireframe Extended Reality

lutterworth

Country

United Kingdom

NUTS code

- UKF22 - Leicestershire CC and Rutland

The contractor/concessionaire is an SME

Yes

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

Lowest offer: £250,000 / Highest offer: £350,000 taken into consideration

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Coventry University

Coventry

Country

United Kingdom