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Contract

## **The Purchase of New People Counter Network for Trails in Norfolk - S482208**

Norfolk County Council

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-018341

Procurement identifier (OCID): ocds-h6vhtk-050b2d

Published 1 May 2025, 11:45am

### **Scope**

### **Reference**

PA00002699

### **Description**

The purchase of a new people counter network to be installed along the promoted trails in Norfolk, including the annual costs for automatic data reporting, maintenance and installation.

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## **Contract 1**

### **Supplier**

- Parklife (RIJ Group Limited)

### **Contract value**

- £140,000 excluding VAT
- £148,000 including VAT

Below the relevant threshold

### **Date signed**

31 August 2024

### **Contract dates**

- 1 September 2024 to 31 August 2032
- 8 years

### **Main procurement category**

Goods

### **CPV classifications**

- 39172000 - Counters

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## Procedure

### Procedure type

Below threshold - unknown

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## Supplier

### Parklife (RIJ Group Limited)

2nd Floor College House, 17 King Edwards Road

Ruislip

HA4 7AE

United Kingdom

Email: [info@parklifemonitoring.com](mailto:info@parklifemonitoring.com)

Region: UKI74 - Harrow and Hillingdon

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

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## **Contracting authority**

### **Norfolk County Council**

- Public Procurement Organisation Number: PDYH-3246-XWTR

County Hall, Martineau Lane

Norwich

NR1 2DH

United Kingdom

Email: [sourcingteam@norfolk.gov.uk](mailto:sourcingteam@norfolk.gov.uk)

Region: UKH15 - Norwich and East Norfolk

Organisation type: Public authority - sub-central government