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Tender

Ashfield District Council - Visitor Digital: Website and Augmented Reality Mobile App

Ashfield District Council

F02: Contract notice

Notice identifier: 2022/S 000-020709

Procurement identifier (OCID): ocids-h6vhtk-035729

Published 28 July 2022, 7:23pm

Section I: Contracting authority

I.1) Name and addresses

Ashfield District Council

Nottingham

Contact

Carrie Young

Email

carrie.young@pulseconsult.co.uk

Country

United Kingdom

Region code

UKF15 - North Nottinghamshire

Ashfield District Council

Council

Internet address(es)

Main address

<https://www.contractsfinder.service.gov.uk/Notice/681098f6-d0ae-421a-b1fa-4b6589682b39>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.contractsfinder.service.gov.uk/Notice/681098f6-d0ae-421a-b1fa-4b6589682b39>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.contractsfinder.service.gov.uk/Notice/681098f6-d0ae-421a-b1fa-4b6589682b39>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

Other activity

Digital Web and App development

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Ashfield District Council - Visitor Digital: Website and Augmented Reality Mobile App

II.1.2) Main CPV code

- 72000000 - IT services: consulting, software development, Internet and support

II.1.3) Type of contract

Services

II.1.4) Short description

department is looking for potential suppliers to fulfil the contract.

Contract summary

Industry

IT services: consulting, software development, Internet and support - 72000000

Location of contract

East Midlands

Value of contract

£200,000

Procurement reference

Visitor Digital

Published date

28 July 2022

Closing date

26 August 2022

Closing time

12pm

Contract start date

16 September 2022

Contract end date

28 April 2023

Contract type

Service contract

Procedure type

Open procedure (below threshold)

What is an open procedure (below threshold)?

Contract is suitable for SMEs?

Yes

Contract is suitable for VCSEs?

No

Description

The project will create a new Discover Ashfield website and Augmented Reality app experience to provide a digital platform; showcasing Ashfield as an attractive place to live, visit, study, work and do business. The website will focus on developing the visitor economy and promoting visitor attractions, as well as the business theme to promote the area for investment and provide information for businesses. It will also provide useful and engaging information for residents, further developing the Love where you Live and Be Healthy, Be Happy themes.

The Augmented Reality app will be an extension to the website experience supporting the overall visitor journey and will be focused on visitor attractions and towns centres. It is envisaged the digital platforms will be centred around a map layout to direct users to points of interest and provide simple access to information. Gamification and platform income generation should be built in to enhance the offer and sustainability options for both the website and mobile APP

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKF - East Midlands (England)

II.2.4) Description of the procurement

Creation of a website and augmented app for Ashfield District Council. . Further details of the scope of services work are contained in the tender documents

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

28 September 2022

End date

28 April 2023

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

26 August 2022

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

26 August 2022

Local time

1:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

Ashfield District Council

Nottingham

Country

United Kingdom