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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](mailto: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

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**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

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## **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

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## **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