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Not applicable

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

Ashfield District Council

F14: Notice for changes or additional information

Notice identifier: 2022/S 000-023852

Procurement identifier (OCID): ocds-h6vhtk-035729

Published 25 August 2022, 5:06pm

# Section I: Contracting authority/entity

#### 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

Justification for not providing organisation identifier

Not on any register

#### Internet address(es)

Main address

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

### **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

# **Section VI. Complementary information**

VI.6) Original notice reference

Notice number: 2022/S 000-020709

# Section VII. Changes

VII.1) Information to be changed or added

VII.2) Other additional information

Extension to submission to Wednesday 31st August