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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](mailto: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>

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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

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## **Section VI. Complementary information**

### **VI.6) Original notice reference**

Notice number: [2022/S 000-020709](#)

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## **Section VII. Changes**

### **VII.1) Information to be changed or added**

### **VII.2) Other additional information**

Extension to submission to Wednesday 31st August