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Planning

Tourism Digital Territorial analysis tool

East Suffolk Council

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-025319

Procurement identifier (OCID): ocds-h6vhtk-0489a4

Published 9 August 2024, 7:40pm

Section I: Contracting authority

I.1) Name and addresses

East Suffolk Council

NR33 0EQ

Lowestoft

Contact

procurement@eastssuffolk.gov.uk

Email

abiola.michael-bucknor@eastssuffolk.gov.uk

Country

United Kingdom

NUTS code

UKH14 - Suffolk

Internet address(es)

Main address

www.eastsuffolk.gov.uk

I.3) Communication

Additional information can be obtained from the above-mentioned address

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Tourism Digital Territorial analysis tool

II.1.2) Main CPV code

- 72316000 - Data analysis services

II.1.3) Type of contract

Services

II.1.4) Short description

East Suffolk Council (ESC) are looking to procure an online tracking and monitoring information tool. As part of work associated with SizewellC Tourism Fund, there is a requirement to monitor and report impact on the tourism industry. Therefore, ESC are looking for a suitable tool that collects and analyses qualitative and quantitative data in realtime. ESC wish to track online reviews, social media posts, and general sentiment expressed about the destination. Reporting facilities and assessment of the various sentiment tracking data to enable extraction of information is essential. Potential suppliers will not be prejudiced by any response to this PIN, or failure to respond. This PIN does not

formally signify the beginning of a procurement and does not constitute a commitment by the Council to undertake any procurement exercise.

II.1.5) Estimated total value

Value excluding VAT: £40,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 72316000 - Data analysis services
- 72222100 - Information systems or technology strategic review services
- 72222300 - Information technology services
- 63513000 - Tourist information services

II.2.3) Place of performance

NUTS codes

- UKH14 - Suffolk

II.2.4) Description of the procurement

Sizewell C (SZC) is a new 3.2 gigawatt (GW) nuclear power station being built to the north of Sizewell B. Once built, it will generate enough low-carbon electricity to supply 6 million homes for the next 60 years. Development consent (the DCO) was granted on 15 July 2022 and the project formally commenced on 15 January 2024. A Deed of Obligation (DoO) has been agreed as part of the planning (DCO) process for SZC, to mitigate potential impacts associated with the construction of the power station, whilst ensuring legacy benefits for local communities for decades to come. This includes various 'funds' to help mitigate impacts felt by the community and businesses such as the Tourism Industry. Tourism Monitoring Information In the context of the DoO, Tourism Monitoring Information means: a. monitoring information across socio-economic, environmental and transport indicators that may be relevant to potential effects on tourism; and b. Information reported to the Tourism Working Group by the Tourism Programme Manager. East Suffolk Council are looking to obtain information about the area relating to online bookings such as visitor accommodation prices and occupancy levels to demonstrate performance in comparison to other areas regionally and nationally. East Suffolk Council wish to track

sentiment and visitor experiences to track trends and impacts on behaviour, choice and perceptions, across the various sectors such as hospitality, visitor accommodation, events and cultural activities. We are looking for a system which analyses this information and brings it together via a dashboard or similar to illustrate the information gathered and ideally the associated economics, sentiment and trends. From this data we wish to ascertain how healthy the industry is over time. We wish to track if experiences were positive and the levels of satisfaction to help identify areas of priority for future funding initiatives. Also for data on events and cultural activities we wish to see expected income back into the economy, expected footfall and linked to occupancy/revenue generation/visitation to link to demonstrate impact/benefit. Essential aspects must feature the opportunity to compare timeframes year on year, month by month. Market behaviours and preferences. Competitor analysis, and occupancy rates, including average price rates. Media monitoring to check for relevant keywords + hashtags used across all social networks and online, ideally broken down further, by geographic location i.e per Town. Historic data is vital to help us forecast trends and impacts. The system we are looking for must have the capability to extract reports, integrate with existing systems via Application Programming Interface (API) and be user friendly. The Council is looking to purchase an annual licence to a suitable system that will enable access to monitoring data. Potential suppliers that are interested in this opportunity should register their interest by sending an email to procurement@eastsoffolk.gov.uk by the 30th of August, 2024

II.3) Estimated date of publication of contract notice

30 September 2024

Section IV. Procedure

IV.1) Description

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

The procurement is covered by the Government Procurement Agreement: Yes