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Contract

FOOTFALL DATA MONITORING

Redditch Borough Council

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-026875

Procurement identifier (OCID): ocds-h6vhtk-04ecda ([view related notices](#))

Published 23 May 2025, 4:07pm

Scope

Reference

DN767094

Description

FOOTFALL DATA MONITORING RBC

Contract 1. FOOTFALL DATA MONITORING

Supplier

- VISITOR INSIGHTS LIMITED

Contract value

- £18,500 excluding VAT
- £22,200 including VAT

Below the relevant threshold

Date signed

21 May 2025

Contract dates

- 21 May 2025 to 30 April 2027
- 1 year, 11 months, 11 days

Main procurement category

Services

CPV classifications

- 72314000 - Data collection and collation services

Contract locations

- UKC - North East (England)

- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

Procedure

Procedure type

Below threshold - open competition

Supplier

VISITOR INSIGHTS LIMITED

- Companies House: 12398055
- Public Procurement Organisation Number: PYWR-7969-MHWZ

Tower House, Lucy Tower Street

Lincoln

LN1 1XW

United Kingdom

Email: hello@visitorinsights.ai

Website: <https://www.visitorinsights.ai/>

Region: UKF30 - Lincolnshire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. FOOTFALL DATA MONITORING

Contracting authority

Redditch Borough Council

- Public Procurement Organisation Number: PZZB-1462-NMNR

Water Stranz Square Town Hall

redditch

B988AH

United Kingdom

Email: procurement@bromsgroveandredditch.gov.uk

Region: UKG12 - Worcestershire

Organisation type: Public authority - sub-central government