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Contract

FOOTFALL DATA MONITORING

Bromsgrove District Council

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

Notice identifier: 2025/S 000-028326

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

Published 29 May 2025, 9:42am

Scope

Reference

DN767099

Description

To provide footfall data for the areas specified in the Tender

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

- 1 June 2025 to 30 April 2027
- 1 year, 11 months

Main procurement category

Services

CPV classifications

- 72314000 - Data collection and collation services

Contract locations

- UK - United Kingdom

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

Bromsgrove District Council

- Public Procurement Organisation Number: PXNN-4852-VLVD

Parkside

Bromsgrove

B61 8DA

United Kingdom

Email: procurement@bromsgroveandredditch.gov.uk

Region: UKG12 - Worcestershire

Organisation type: Public authority - sub-central government