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Contract

## **Lincoln Connected Project - Developing a Digital Town Centre**

Destination Lincolnshire

F03: Contract award notice

Notice identifier: 2023/S 000-035400

Procurement identifier (OCID): ocids-h6vhtk-03d736

Published 30 November 2023, 4:13pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Destination Lincolnshire

Office BT1, The Terrace

Lincoln

LN2 1BD

#### **Email**

[ginny@destinationlincolnshire.co.uk](mailto:ginny@destinationlincolnshire.co.uk)

#### **Telephone**

+44 7768310280

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.destinationlincolnshire.co.uk>

Buyer's address

[https://www.mytenders.co.uk/search/Search\\_AuthProfile.aspx?ID=AA43197](https://www.mytenders.co.uk/search/Search_AuthProfile.aspx?ID=AA43197)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Lincoln Connected Project - Developing a Digital Town Centre

#### **II.1.2) Main CPV code**

- 48000000 - Software package and information systems

#### **II.1.3) Type of contract**

Supplies

#### **II.1.4) Short description**

Destination Lincolnshire is leading on an innovative and pioneering project called Lincoln Connected – People and Places. It is an exciting scheme which will bring technology and creativity together to develop a unique, experiential Digital Town Centre in the City of Lincoln between 2023 and 2026. It is a digital place-based regeneration project, pioneered through visitor economy that aims to bring together arts, culture, retail, hospitality, data and new technology that will drive economic growth and pride in place.

This ITT is for a strategic partner to deliver a scalable solution that will drive the digital engagement at the heart of this project. The Digital Town Centre comprises of digital destinations and digital channels in physical destinations connected and driven by the smart use of data and content management.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £332,000

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 75125000 - Administrative services related to tourism affairs

#### **II.2.3) Place of performance**

NUTS codes

- UKF3 - Lincolnshire

#### **II.2.4) Description of the procurement**

Destination Lincolnshire is leading on an innovative and pioneering project called Lincoln Connected – People and Places. It is an exciting scheme which will bring technology and creativity together to develop a unique, experiential Digital Town Centre in the City of Lincoln between 2023 and 2026. It is a digital place-based regeneration project, pioneered through visitor economy that aims to bring together arts, culture, retail, hospitality, data and new technology that will drive economic growth and pride in place.

This ITT is for a strategic partner to deliver a scalable solution that will drive the digital engagement at the heart of this project. The Digital Town Centre comprises of digital destinations and digital channels in physical destinations connected and driven by the smart use of data and content management.

#### **II.2.5) Award criteria**

Quality criterion - Name: Supplier Fit / Weighting: 25%

Quality criterion - Name: Solution Fit / Weighting: 25%

Quality criterion - Name: Solution Demo / Weighting: 25%

Price - Weighting: 25%

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

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

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2023/S 000-017250](#)

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

30 November 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 5

Number of tenders received from SMEs: 5

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Simpleview

1.02 South Harrington Building , 182 Sefton Street Brunswick Business Park

Liverpool

L3 4BQ

Telephone

+44 7939241901

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £332,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

Please see supporting tender documentation

(MT Ref:230871)

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Public Procurement Review Service

Cabinet Office

London

Email

[publicprocurementreview@cabinetoffice.gov.uk](mailto:publicprocurementreview@cabinetoffice.gov.uk)

Telephone

+44 3450103503

Country

United Kingdom

Internet address

<https://www.gov.uk/government/publications/public-procurement-review-service-scope-and-remit>