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Contract

IT2261 Supply of Footfall and Activity Monitoring Data

Wiltshire Council

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

Notice identifier: 2025/S 000-053813

Procurement identifier (OCID): ocds-h6vhtk-0593d8

Published 4 September 2025, 10:46am

Scope

Reference

IT2261

Description

Wiltshire Council are seeking to appoint a provider to supply footfall data and activity monitoring data on a subscription basis. The contract will be for a minimum of 12 months with the possibility to extend for up to an additional 12 months.

This contract is available through the Wiltshire Towns Programme which is funded by Wiltshire Council.

As a key measurement tool for the Wiltshire Towns Programme, Wiltshire Council is seeking to appoint a provider to supply footfall data and activity monitoring data for 22 High Streets. Wiltshire Council is interested in any historic data and consumer insight that can be provided via this method. The data should be able to be shared with the local councils (city town and parishes) within the programme.

We are looking for footfall data and activity monitoring data to cover the "town centre area" for Wiltshire's 3 Principal Settlements, 13 Market Towns, and 6 Local Service Centres in Wiltshire. Maps defining the extents of each monitoring area will need be agreed with the approved provider and each of the relevant 22 local councils.

Contract 1. IT2261 Supply of Footfall and Activity Monitoring Data

Supplier

- Place Informatics

Contract value

- £60,365 excluding VAT
- £72,438 including VAT

Below the relevant threshold

Date signed

31 July 2025

Contract dates

- 31 July 2025 to 30 July 2026
- Possible extension to 30 July 2027

- 2 years

Description of possible extension:

Possible Further 12 months - (July 2026 to July 2027)

Main procurement category

Services

CPV classifications

- 72222000 - Information systems or technology strategic review and planning services

Contract locations

- UKK15 - Wiltshire CC

Procedure

Procedure type

Below threshold - unknown

Supplier

Place Informatics

- Public Procurement Organisation Number: PBQZ-5396-BWYX

2nd Floor, Fairbank House, 27 Ashley Rd

Altrincham

WA14 2DP

United Kingdom

Email: clive@placeinformatics.com

Region: UKD34 - Greater Manchester South West

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. IT2261 Supply of Footfall and Activity Monitoring Data

Contracting authority

Wiltshire Council

- Public Procurement Organisation Number: PDZR-9968-RYYY

County Hall

Trowbridge

BA14 8JN

United Kingdom

Contact name: Sham Clark

Email: sham.clark@wiltshire.gov.uk

Website: <http://www.wiltshire.gov.uk/>

Region: UKK15 - Wiltshire CC

Organisation type: Public authority - sub-central government