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Contract

## Footfall monitoring

South Kesteven District Council

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

Notice identifier: 2025/S 000-071841

Procurement identifier (OCID): ocds-h6vhtk-05dc4d

Published 7 November 2025, 8:51am

## Scope

## Reference

DN796372

## Description

Footfall cloud based software - Terrain used to monitor footfall across the district from Visitor Insights.

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## Contract 1

## **Supplier**

- VISITOR INSIGHTS LIMITED

## **Contract value**

- £47,115 excluding VAT
- £56,538 including VAT

Below the relevant threshold

## **Date signed**

25 September 2025

## **Contract dates**

- 26 September 2025 to 25 September 2027
- Possible extension to 25 September 2028
- 3 years

Description of possible extension:

Optional 1 year extension available

## **Main procurement category**

Services

## **CPV classifications**

- 71410000 - Urban planning services

## **Contract locations**

- UKF - East Midlands (England)

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## **Procedure**

### **Procedure type**

Below threshold - limited competition

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## **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](mailto: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

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## **Contracting authority**

### **South Kesteven District Council**

- Public Procurement Organisation Number: PCZL-1652-YMNZ

Council Offices, The Picture House, St Catherine's Road,

Grantham

NG31 6TT

United Kingdom

Email: [Procurement@southkesteven.gov.uk](mailto:Procurement@southkesteven.gov.uk)

Region: UKF30 - Lincolnshire

Organisation type: Public authority - sub-central government