

United Kingdom-Cardiff: Educational software development services
OJ S 30/2019 12/02/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Amgueddfa Cymru — National Museum Wales

Postal address: Cathays Park

Town: Cardiff

NUTS code: UKL22 Cardiff and Vale of Glamorgan

Postal code: CF10 3NP

Country: United Kingdom

E-mail: tenders@museumwales.ac.uk

Telephone: +44 2920573376

Internet address(es):

Main address: www.museumwales.ac.uk

Address of the buyer profile: https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0391

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Virtual Reality Experience

II.1.2. Main CPV code

72212190 Educational software development services

II.1.3. Type of contract

Services

II.1.4. Short description

Amgueddfa Cymru — National Museum Wales (ACNMW) is looking to introduce a virtual reality experience at the National Museum, Cardiff to increase our commercial income stream.

The requirement would entail a virtual reality film of approximately 5–7 minutes in duration, which would incorporate some of our artefacts and enhance the stories being told at the National Museum, Cardiff.

The film would need to be factual with a commercial appeal and the experience would have a level of interaction within it and would need to be multi lingual.

As part of the proposal we would also require you to supply all software and hardware pertaining to the delivery and running of the virtual reality experience along with support for this software and hardware.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Lowest offer: 125 160,00 GBP / Highest offer: 216 950,00 GBP taken into consideration

II.2. Description

II.2.3. Place of performance

NUTS code: UKL22 Cardiff and Vale of Glamorgan

II.2.4. Description of the procurement

Amgueddfa Cymru — National Museum Wales (ACNMW) is looking to introduce a virtual reality experience at the National Museum, Cardiff to increase our commercial income stream. The experience would be operated by our own staff and if successful the intention would be to commission another 2 experiences, 1 for the National History Museum, St Fagans and 1 for the National Waterfront Museum, Swansea.

You are invited to submit a proposal and quotation showing how you would write and produce a virtual reality film of approximately 5–7 minutes in duration, which would incorporate some of our artefacts and enhance the stories being told at the National Museum, Cardiff.

The film would need to be factual with a commercial appeal and the experience would have a level of interaction within it and would need to be multi lingual.

As part of the proposal we would also require you to supply all software and hardware pertaining to the delivery and running of the virtual reality experience along with support for this software and hardware.

II.2.5. Award criteria

Quality criterion - Name: Proposal / Weighting: 60

Price - Weighting: 40

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

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1.

Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system**IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information**IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2018/S 164-374713](#)

IV.2.8. Information about termination of dynamic purchasing system**IV.2.9. Information about termination of call for competition in the form of a prior information notice****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**

15/01/2019

V.2.2. Information about tenders

Number of tenders received: 6

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

V.2.3. Name and address of the contractor

Official name: Jam Creative Studios Ltd

Postal address: 62A High Street

Town: Cowbridge

NUTS code: UKL22 Cardiff and Vale of Glamorgan

Postal code: CF71 7AH

Country: United Kingdom

Telephone: +44 1446677552

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Lowest offer: 125 160,00 GBP / Highest offer: 216 950,00 GBP taken into consideration

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information

(WA Ref: 89564)

VI.4. Procedures for review**VI.4.1. Review body**

Official name: Amgueddfa Cymru — National Museum Wales

Postal address: Cathays Park
Town: Cardiff
Postal code: CF10 3NP
Country: United Kingdom
Telephone: +44 2920573376
Internet address: www.museumwales.ac.uk

VI.5. Date of dispatch of this notice

07/02/2019