

Decision Recording Form

Title	Halloween themed Augmented Reality trail	Decision Maker	Director – Operations and Place
Date of decision	17 th September 2024	Source of authority	Constitution, Part 3, section 5, 8.2
Date of Publication			

Background and Reason for decision

Ipswich Borough Council has a requirement for a specialist contractor to develop a Halloween themed Augmented Reality (AR) trail to generate footfall and increased dwell times in the town centre.

Following an open procurement process for an AR app developer, bids were received from nine suppliers. Following an evaluation of the nine bids submitted on both quality and cost, the winning tender was that submitted by Spark Emerging Technologies Ltd.

Decision: To award the contract to Spark Emerging Technologies Ltd at a total value of £70,000.00. The cost of which is to be funded from the existing Ipswich Towns Fund Budget. Contract reference is IBC 17782

Reason: To develop a Halloween themed AR trail focussed on Ipswich town centre

Internal Consultees: Economic Development, Procurement and Finance teams

Conflict of interest	N/A				Relevant Portfolio(s)	Place			
ALL WARDS									
NW		NE		CENTRAL		SW		SE	
Castle Hill		Bixley		Alexandra	Y	Bridge		Gainsborough	
Whitton		Rushmere		St Margaret's	Y	Gipping		Holywells	Y
Whitehouse		St John's		Westgate	Y	Sprites		Priory Heath	
						Stoke Park			

Once complete the Decision Maker must send this form and any background documentation for publication to Monitoring.officer@ipswich.gov.uk

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