

Faversham Town Council
Tender Document
Free WI-FI and Footfall Counting Technology

Background

Faversham Town Council has identified the benefits of public access WI-FI and wishes to enhance the visitor experience in Faversham and encourage people to return, whilst delivering communications to engage and help promote the town and increase dwell time.

The Contract in Outline

Faversham Town Council is seeking quotations for the procurement of a free to access public WI-FI system across Faversham town centre (as shown on map Appendix A). In addition, a separate quotation for footfall counting technology is required.

The procurement is subject to accessing government funding. It is intended that the contract will be in place for 3 years, with the option to extend all or part of the contract by up to one further year and will include the design, supply, installation and maintenance of both a WI-FI system and footfall counting technology.

Details of Tender

The supplier will need to demonstrate how the required systems are fully compliant with the General Data Protection Regulations.

The supplier will offer service levels reflecting the availability of the network and the priority and severity of all faults.

Offer options on bandwidth and dwell time – the amount of people that can access it at any one time. Consider a possible low start with a build-up, but with flexibility or costing of options.

The implemented WI-FI and footfall solution must include a reporting portal that can be accessed by Faversham Town Council or designated third parties.

All equipment to be installed by the supplier and comply with all industry regulations and technical standards.

The systems shall be suitable for UK climate and outdoor operation, capable of minimising interference to and from other networks.

The supplier shall operate and manage the wireless network equipment, including both planned and emergency maintenance and provide and operate all ancillary systems to manage access to the public WI-FI service and ensure security of end users and their data.

Data will be gathered in real time and not require excessive manipulation for it to be usable.

Include for any planning permission and other permissions associated with a conservation area.

Additional Option – Provide secure Wifi for Market Traders to use when in the Town
Detail what information/actions are required from Faversham Town Council.

Further Information

Further information can be obtained from Louise Bareham, Town Clerk, by telephone 01795 503286 or email louise.bareham@favershamtowncouncil.gov.uk

In order to comply with the Local Government Transparency Code 2014, details of the winning contract may be published on the Council's website and minutes. The submission of a tender is deemed to be an acceptance of this requirement.

CLOSING DATE The closing date for the tenders is 12 noon, Friday 15th DECEMBER 2023.

Submission Address: The Town Hall, 12 Market Place, Faversham, Kent, ME13 7AE
Louise.bareham@favershamtowncouncil.gov.uk

COMPANY DETAILS

1. Full Name of Company

2. Address of Registered Office

3. Company Registration Number

4. Name, position and address of principal contact to where any future correspondence is to be sent in connection with this project

5. Contact telephone and email

TECHNICAL ABILITY

1. How will you design, install and fully maintain the required equipment and services to ensure that delivery is successful and meets our expected timescales and what would you require from Faversham Town Council? Show examples of projects delivered on a similar scale and requirements to Faversham.

2. How will you ensure coverage of the highlighted areas for both WI-FI and footfall technology?

3. Can you describe the customer journey and their WI-FI experience from initial log-on and connection to the network and how they will do this in a safe and easy way – through the difference interactions they may have, data capture and subsequent reporting? Include examples; screenshots, stats etc and show how data can be viewed in real-time.

4. Can you describe the data capture and subsequent reporting of footfall, including capturing users, live reports, movement data, statistics etc and show how this data can be viewed in real time.

5. How will you ensure the solution is supported to manage capacity, reduce downtime and avoid impact on end users? Include examples of how you balance traffic in peak times (eg big events), response times and issue resolution.

6. Explain how you will futureproof the solution including maintenance and upgrades to ensure the system is fit for purpose for the length of the contract (and beyond)?

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7. Can you deliver in the timescales required? Show how you will delivery and complete within the timescales and produce a detailed project plan showing the delivery steps for the supply, installation and go live for both the WI-FI and footfall counters.

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COST

Please provide a full breakdown and details of all costs related to the delivery of the service including design, installation, servicing and maintenance over 3 years. We request pricing based on two options. Option 1 includes providing WI-FI to the Town Centre as marked on Appendix A. Options 2 includes providing WI-FI as Option 1 and footfall technology.

Option 1

Design, supply and installation of WI-FI to Faversham town centre

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Fully support and maintain the system including any associated software.

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Option 2

Design, supply and installation of WI-FI and footfall counting technology to Faversham town centre.

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Fully support and maintain the system including any associated software.

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DECLARATION

I confirm that following enquiry, the answers submitted in this tender are correct. I understand that Faversham Town Council may reject this tender if there is a failure to answer all relevant questions fully or if I provide false/misleading information.

The amount of this Tender has not be calculated or arranged with any person other than Faversham Town Council, that the amount of the Tender has not been communicated to any person other than Faversham Town Council and will not be communicated to any person until after the closing date for the submission of Tenders.

Tender completed by:

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|---|--|
| NAME | |
| POSITION | |
| TELEPHONE NUMBER | |
| DATE | |
| SIGNATURE (for electronic submissions please type name or e-signature) | |