Report on	ITT report for Augmented Reality and Trail Interpretation for Davagh Forest (Cookstown), Slievemore (Mayo) and Ballyronan Marina (Magherafelt) and update Council regarding grant aid letters of offer for OM, Dark Sky Park Solar Walk
Date of Meeting	10 September 2020
Reporting Officer	Michael Browne
Contact Officer	Genevieve Bell

Is this report restricted for confidential business?	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	x

1.0	Purpose of Report
1.1	To provide an update on the ITT report for Augmented Reality and Trail Interpretation projects at Davagh Forest (Cookstown), Slievemore (Mayo) and Ballyronan Marina (Magherafelt).
1.2	To provide an update regarding letters of offer for the DAERA match funding for OM Solar Walk, OM Archaeological Walks & The Ballyronan Tourism Project.
2.0	Background
2.1	Understanding the tourist experience has been a major challenge in the development of new experiences and attractions, and more so in today's environment whereby the visitor demands so much more. It is recognised that a tourism experience can be made up from a number of elements, ranging from total tranquillity to fully immersive trill seeking experience made of many different elements. But the key is to ensure that the mix is appropriate to the message or experience that is on offer to the visitor.
2.2	When planning and developing the following projects OM Solar Walk, OM Archaeological Walks & The Ballyronan Tourism Project, the tourism team identified that these attractions would benefit from being enhanced by interpretation other than the normal traditional physical signage and identified augmented reality (AR) as a way of enhancing the visitor experience in an innovative and immersive way.
2.3	Augmented reality or AR overlays digital content and information onto the physical world — as if they're actually there with you, in your own space. AR opens up new ways for your devices, such as phones or tablets to be helpful throughout your day by letting you experience digital content in the same way you experience the

	world. It lets you search things visually, simply by pointing your device at them. It can put answers right where your questions are by overlaying visual, immersive content on top of your real world.
2.4	An OJEU Tender opportunity seeking tenders for an AR solution was released on ETendersNI on behalf of Mid Ulster District Council and South West Mayo Development Company, to include supplying an AR solution for the following projects, OM Solar Walk, OM Archaeological Walks, The Ballyronan Tourism Project and the South West Mayo Development Company tourism project.
2.5	Funding for these projects have been identified and applied to the Mid Ulster District Councils LAG's Cooperation funding, DAERA's Rural Tourism fund and match funded under the MUDC's capital projects programme which has been approved by Council previously. As lead partner within the project, MUDC managed the procurement process. All ITT documents were uploaded to the ETendersNI portal on 26th April 2020. This opportunity was the third release of the tender as unfortunately, on both previous occasions, all tenderers failed to achieve a pass in the Pre-Qualification/Selection Criteria.
2.6	OM Dark Sky Park & Observatory – Solar Walk This project which is to link the OM Davagh Dark Sky & Observatory with Beaghmore Stone Circle will create a first of its kind Solar Walk. The innovative project will consist of a 3.4km solar walk linking the observed solar system above in the sky with the astronomical solar and lunar alignments at the Beaghmore complex. The walk will use an Augmented Reality App to provide a digital guide of the solar system to explore space and planets in real-time, linking the uniqueness of the dark sky above to the uniqueness of the area's deep archaeological landscape. The use of the App will provide a "digitally immersive scale model of the solar system" and connect the sky directly with the land.
2.7	OM Dark Sky Park & Observatory – Archaeological Walk The interpretation of the Archaeological Walk will allow the 'story behind the sites and planets' and its cultural importance to be presented to the public in an accessible way as well as unveiling the archaeological discovery, solar experience and subsequent academic story. AR interpretation will be used to help visitors to understand the significance of the sites in human history at local, national, and international levels. The walk will offer a visitor the opportunity to access new journeys that through the development of a number of archaeological sites enhanced by both traditional and innovative interpretation, will intuitively tell the story of both locations (Davagh and Slievemore) and the many connections to the landscape and astronomy. The sites at Davagh Forest and Slievemore will become enlivened and provide for the greatest experience and full visitor engagement.
2.8	Ballyronan Tourism Project This proposal at Ballyronan Marina is to provide four on water floating luxury glamping pods complimented by state-of-art interpretive displays to promote to

	visitors the rich heritage and mythology of Lough Neagh. The proposal will also be added in the form of augmented reality, whereby visitors staying in the glamping pods will be able to gain a myths and legends experience of Lough Neagh and learn about the rich cultural and heritage sites that exist around the Lough, but within the comfort of the pod itself. The proposed project also will include a new 3m wide pathway leading to the floating glamping pods which will include feature lighting. The pathway will have new indigenous boundary planting and new ecological grass seeding. A viewing platform will also be constructed on the breakwater to give visitors to the marina a spectacular 360° view of Lough Neagh, giving them a better sense of place. The current pathway will be resurfaced with timber edging installed. Technology will also be made available for visitors to link with passenger vessels using the marina facilities.
3.0	**Main Report**
3.1	Four firms submitted a response by the closing date of 22nd May 2020 @ 3:00 pm. Tenders were received from the following:- 1. Tandem Partners Ltd 2. Next Level Publishing Mediaintegrale SL 3. Squint/Opera Limited 4. The Peel Entertainment Group Ltd The tender evaluation panel consisted of the following panel members:- 1. Linda Ferguson - Mid Ulster District Council (Chair of the Panel) 2. Michael Browne - Mid Ulster District Council 3. Sue O'Toole - South West Mayo Development Company Tenders submissions were evaluated on a 40% quality and 60% cost basis with certain scores and weightings applied to achieve the most economically advantageous tender. The 4 firm's pre-qualification/selection criteria were assessed to identify any clarifications required. Clarifications were issued to the following 3 tenderers:- 1. Tandem Partners Ltd – Confirmation and Evidence of Insurances 2. Squint/Opera Limited – Confirmation and Evidence of Insurances 3. The Peel Entertainment Group Ltd – Confirmation and Evidence of Insurances Clarification responses received from all 3 tenderers confirmed and evidenced that the necessary insurances were held by each of the tenderers. However, during the assessment of the selection criteria for Experience, the following 2 tenderers, Next Level Publishing Mediaintegrale SL and Squint/Opera Limited failed to achieve a pass rating as they were unable to demonstrate relevant experience and the ability to deliver a contract of this scope and complexity. The following 2 tenderers, having met all of the pre-qualification/selection criteria, proceeded to the quality/cost evaluation.

	1. Tandem Partners Ltd 2. The Peel Entertainment Group Ltd Following evaluation of the quality, The Peel Entertainment Group Ltd failed to achieve the required minimum score of 2 in one of the quality questions which resulted in their tender being rejected at this stage. Tandem Partners Ltd achieved the following scores following the evaluation of quality/cost:-
3.2	

Name	Quality Score	Cost Score	Overall Score
Tandem Partners Ltd	28%	60%	88%

4.0	**Other Considerations**
4.1	**Financial, Human Resources & Risk Implications**
	ITT report for Augmented Reality and Trail Interpretation for Davagh Forest (Cookstown), Slievemore (Mayo) and Ballyronan Marina (Magherafelt) Financial: £218,443 total project costs: Breakdown of finance for each project.
4.2	OM Dark Sky Park & Observatory – Solar Walk Below is the amounts of match for OM Dark Sky Park project through the Northern Ireland Rural Development Programme 2014 -2020 Rural Tourism Scheme: Capital works £447,950 Augmented reality £50,000 Fees £29,500 Total project cost £527,250 Letter of offer received from DAERA on 30th July 2020. OM Dark Sky Park & Observatory – Archaeological Walk Capital works £78,620.00 Augmented reality £50,000.00 Fees £12,100.00 Total project cost £ 140,720.00 Letter of offer received from Mid Ulster Local Action Group on 30th July 2020

	Ballyronan Tourism Project	
	Capital works	£551,850.00
	Augmented Reality	£68,443.00
	Fees	£31,000.00
	Total project cost	£651,293.00
	funding on.	
	Total project cost: £651,293 Grant sought from the Rural Tourism Scheme: £488,469.75 Match funding request from council: £162,823.25 Letter of offer received from DAERA on 27th August 2020	
	Human: Will be delivered by the relevant Council officers	
	Risk Management: Without Council match funding this project will not go ahead	
4.2	**Screening & Impact Assessments**	
	Equality & Good Relations Implications: N/A	
	Rural Needs Implications: N/A	
5.0	**Recommendation(s)**	
5.1	To approve the tender received from Tandem Partners Ltd, being the most economically advantageous tender and their tender total price of £218,443 is recommended for acceptance.	
5.2	Council grant approval for the match funding for the projects outlined in this report.	
5.1	For information.	
6.0	**Documents Attached & References**	