

Specification

Design and Install Interactive Digital Tourist Information Point

Project Reference: EC/Tourism/SPFTIP

1. INTRODUCTION

- 1.1 This project is commissioned by Conwy County Borough Council (CCBC) via UK Government Shared Prosperity Fund. For the avoidance of doubt, the successful bidder will be expected to enter a contract with CCBC only.
- 1.2 CCBC is seeking a company to design, supply and install an interactive bi-lingual digital Tourist Information Point (TIP). The TIP will be installed in the main reception area of Conwy Culture Centre on Bangor Road, adjacent to the town walls. The unit will provide visitors with access to local tourist information via an interactive digital screen and include racking for printed brochures, leaflets, and maps.
- 1.3 The installation will support Conwy Culture Centre's objective of being a central hub for culture, tourism, and visitor services in the area. The centre opened in December 2019 and houses the new area library, serving Conwy, Deganwy, and Llandudno Junction. The County Archive Service is also located in the building and provides an ancestral tourism service to visitors wishing to find out more about their ancestors and any family connection to the county of Conwy.
- 1.4 The aims and objectives of the interactive TIP are to:
 - Provide an interactive digital screen to display up to date visitor information and an interactive town map. The www.visitconwy.org.uk website will act as the main knowledge source for information.
 - Include physical racking to accommodate printed leaflets, maps, and brochures.
 - Ensure the unit is aesthetically compatible with the Conwy Culture Centre's interior.
 - Provide a durable, accessible, and secure installation suitable for public use.
 - Create an aesthetically pleasing display to encourage visitors to explore and engage with Conwy's heritage, attractions and culture.
 - Provide useful information to help guide visitors around the area by the means of an accessible bi-lingual digital interactive screen. This should be supplemented by well-displayed and accessible visitor attraction leaflets.
 - Encourage visitors to experience and to engage with the Welsh language.
 - Encourage visitors to explore both the town and the wider area.
 - Encourage trail users to visit attractions and local cafés, restaurants and pubs.
- 1.5 This project will design, supply and install the interactive digital TIP and surrounding leaflet display. Not only will this help direct visitors to various locations within the area but it also maintains visitor expectations by providing good quality, up to date information which is well presented.
- 1.6 Installation will be within the main visitor foyer area of Conwy Culture Centre. Exact positioning to be confirmed upon site visit and consultation with Centre management and CCBC Tourism and Regeneration Officers. The unit must not obstruct fire exits, accessibility routes, or interfere with other exhibitions or displays.
- 1.7 The commission will follow the below 3 stage process:
 - **Stage 1 - Design.** Work closely with Tourism and Regeneration Officers at CCBC to design the TIP. This stage will involve a site survey in order to develop a fully accessible design for the TIP, which is in-keeping with the aesthetics of the building.
 - **Stage 2 – Supply and Delivery.** Supplying the equipment in accordance with the approved design specification agreed at stage 1. Delivery, assembly, and installation to be scheduled in coordination with CCBC Tourism and Regeneration Officers. The successful contractor will need to work closely with CCBC IT officers to install any required software and web pages required to ensure security.

- **Stage 3 – Installation.** Upon installation, all cables must be concealed or tamper-proof. All waste materials and packaging must be removed by contractor after installation.

2. BACKGROUND TO THE PROJECT

- 2.1 Due to the staycation booms in recent years, it's now more important than ever to ensure our towns give good first impressions to visitors to the area. Up to date information is expected by visitors, so by providing a digital information point we will provide easier access to information for the nearly 10million visitors to our county each year. For some visitors, this might be the first time they have chosen to visit towns in our county as opposed to travelling overseas, so it's important we make a good first impression and encourage these visitors to return.
- 2.2 Conwy County welcomes a high number of visitors each year, so it's important that we maintain visitor expectations by providing up to date information. In 2023, Conwy County welcomed 9.95million visitors to the area (STEAM 2023), generating an economic benefit of £1.3bn.
- 2.3 This project will address a number of common themes that are identified as priorities within Place Plans and Regeneration plans, and our wider Destination and Economic Growth plans. Common themes include:
 - Strengthening brand identity and sense of place (acknowledging history / heritage).
 - Welsh language promotion i.e. to enable visitors to engage more with Welsh language.

3. THE REQUIREMENTS

- 3.1 This project involves the design, supply, installation, and commissioning of a fully functional Digital Tourist Information Point, including integrated or adjacent leaflet and brochure racking. The installation should create a modern, inviting, and user-friendly point of information for visitors to Conwy Culture Centre, combining digital and physical information delivery.
- 3.2 The interactive screen and racking system should be fully accessible. The screen will serve as the primary digital interface for visitors. It should be capable of displaying and interacting with content such as:
 - Interactive map of Conwy Town and surrounding attractions.
 - What's On listings (local events, exhibitions, etc.)
 - Transport and travel information.
 - Heritage, cultural, and nature trails.
 - Links to websites and ticketing services.
 - Weather updates.
 - Multi-language support.
- 3.3 The display must be responsive and quick to load, as well as being user friendly for both the user and back office management team.
- 3.4 The successful contractor will need to provide a training session on the digital TIP for Tourism Officers, as well as a user manual to help officers navigate the digital system.
- 3.5 All elements of the project need to be completed by 20th February 2026.

4. ADDITIONAL INFORMATION

- 4.1 CCBC accepts correspondence in both English and Welsh. The successful tenderer will need to produce any wording and signage incorporated in to the design bilingually. CCBC will assist with translation services.

5. Cost

- 5.1 The total cost for this project is between £17,000 and £20,000. Any submissions above £20,000 will be disqualified.
- 5.2 Payments will be made in instalments, after each stage of the project following confirmed outcomes and CCBC approval / satisfaction of the work completed.

6. Guarantees

- 6.1 The minimum guarantee requirement is 3 years and the contract should incorporate a three year maintenance contract into the tender cost.

Key strategies:

- [Creu Conwy – Creating the Spark Culture Strategy](#)
- [Conwy Economic Growth Strategy](#)
- [Destination Conwy Management Plan 2023-2029](#)