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Tender

BTA1945 Global PR Evaluation Services

VisitBritain/VisitEngland

F02: Contract notice

Notice identifier: 2024/S 000-002007

Procurement identifier (OCID): ocds-h6vhtk-042eb7

Published 19 January 2024, 5:17pm

Section I: Contracting authority

I.1) Name and addresses

VisitBritain/VisitEngland

3 Grosvenor Gardens

London

SW1W 0BD

Contact

Procurement Team

Email

Procurement@visitbritain.org

Country

United Kingdom

Region code

UKI3 - Inner London – West

Internet address(es)

Main address

www.visitbritain.org

Buyer's address

<https://visitbritain.force.com/s/Welcome>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://visitbritain.force.com/s/Welcome>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://visitbritain.force.com/s/Welcome>

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Tourism

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

BTA1945 Global PR Evaluation Services

Reference number

BTA1945

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

VisitBritain/VisitEngland is seeking to procure a Global PR evaluation supplier that will be able to:

1. Analyse approximately 5,000 pieces of global generated coverage in print, broadcast (radio and television), online and blog/vlog format generated across 21 markets in local languages (could include multiple local languages in some markets, ie. India) by human readers;
2. Evaluate and report quarterly on consumer and corporate coverage performance against a range of set metrics; bringing together both quantitative data to create qualitative insights;
3. Receive coverage from individual media monitoring services being used by 21 VisitBritain/VisitEngland's markets and process in your system in a GDPR compliant way;
4. Provide global access to an online portal where results by market, results by grouping (globally and sub groups of markets) are visible in the system;
5. Provide access to an online analysis portal/dashboard per market and its 'back end,' where coverage can be tagged or categorised according to project or campaign;
6. Allow UK users to download submitted clips for evaluation from system for coverage highlight reports;
7. Issue 23 licenses.

Reporting Services Required

1. Weekly summary of coverage received for evaluation – sent to all global teams.
2. Ability to report on a particular market, campaign, and/or region.
3. Full year-end report with all agreed key metrics outlined in a clear and easy to

understand format for internal and external stakeholders. The report should also include global results and performance as well as individual market performance, inclusive of any learnings or insights.

4. Monthly summary of global top line figures monthly (OTS)
5. Quarterly summary of results (based on KPIs below) by market, and global, with breakdown of top line figures split by UK region (Scotland/Wales/N.Ireland/England/London)
6. Half Year executive summary reports
7. Ability to report on PR set KPIs which are reviewed annually.

Training Services Required

1. Provision of a clear training plan and supporting documentation upon launch and subsequent training for new users of the system.
2. Dedicated account manager.
3. Team provided to VB/VE to assist with any technical needs or problem solving queries, available throughout the week.

II.1.5) Estimated total value

Value excluding VAT: £186,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

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3. Team provided to VB/VE to assist with any technical needs or problem solving queries, available throughout the week.

Interested suppliers can access the procurement documentation for this opportunity free of charge via the Atamis eprocurement system: <https://visitbritain.force.com/s/Welcome>

If you have recently registered on the Atamis eProcurement portal for another VisitBritain requirement, you can use the same account. If not, you will first need to register your organisation on the portal.

To register, you will need to:

1. Go to the URL: <https://visitbritain.force.com/s/Welcome>
2. Select 'Click here to register!'
3. Read and agree to the portal user agreement
4. Complete the registration form, providing information including:
 - The full legal name of your organisation,
 - Your company registration number,
 - Your DUNS number-a unique nine-digit number provided to organisations free of charge

by Dun & Bradstreet.

— Whether your organisation is a Small –Medium Sized Enterprise (SME)

— User and contact details.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £186,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

Initial one year contract with the option to extend for up to an additional two times one year periods.

II.2.10) Information about variants

Variants will be accepted: No

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

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.2) Conditions related to the contract

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

19 February 2024

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 19 May 2024

IV.2.7) Conditions for opening of tenders

Date

19 February 2024

Local time

12:00pm

Place

Tenders will be opened electronically by the Procurement team via the Atamis e-Sourcing Platform once the closing time has passed

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.3) Additional information

Budget based upon an estimated ceiling figure of £186,000 (£62,000 per annum) over one year with an optional two x 12 (twelve) month extensions.

VI.4) Procedures for review

VI.4.1) Review body

VisitBritain/VisitEngland

3 Grosvenor Gardens

London

SW1W 0BD

Email

procurement@visitbritain.org

Country

United Kingdom

Internet address

www.visitbritain.org

VI.4.2) Body responsible for mediation procedures

Royal Court of Justice, The Strand

The High Court, Royal Court of Justice, The Strand, London, WC2A 2LL

London

WC2A 2LL

Email

generaloffice@administrativecourtoffice.justice.gov.uk

Country

United Kingdom

Internet address

www.gov.uk/courts-tribunals

VI.4.4) Service from which information about the review procedure may be obtained

VisitBritain/VisitEngland

3 Grosvenor Gardens

London

SW1W 0BD

Email

procurement@visitbritain.org

Country

United Kingdom

Internet address

www.visitbritain.org