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Tender

## **BTA2115 Digital Asset Management System**

British Tourism Authority t/a VisitBritain/VisitEngland

F02: Contract notice

Notice identifier: 2025/S 000-003253

Procurement identifier (OCID): ocds-h6vhtk-04da80

Published 31 January 2025, 11:56am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

British Tourism Authority t/a VisitBritain/VisitEngland

Victoria Square House, Victoria Square

Birmingham

B2 4AJ

#### **Contact**

Procurement Team

#### **Email**

[procurement@visitbritain.com](mailto:procurement@visitbritain.com)

#### **Country**

United Kingdom

#### **Region code**

UKG31 - Birmingham

**Internet address(es)**

Main address

<https://www.visitbritain.com/en>

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**

Recreation, culture and religion

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

BTA2115 Digital Asset Management System

Reference number

BTA2115

### **II.1.2) Main CPV code**

- 48517000 - IT software package

### **II.1.3) Type of contract**

Supplies

### **II.1.4) Short description**

BTA launched its first in-house DAM system in 2021 as part of the Digital Transformation programme to deliver a new forward looking, digital ecosystem which included the integration with a new single scalable global content management system (CMS). The DAM provides BTA staff with a single source of truth for compliant, high-quality assets to support them with the delivery of their marketing activity. It also offers BTA partners, media and the travel industry access to free to download images and video to use in the positive promotion of travel to the UK. We have 250+ staff operating in 23 offices across 21 overseas markets and over 3000 registered external users across 70 countries.

### **II.1.5) Estimated total value**

Value excluding VAT: £532,000

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.3) Place of performance**

NUTS codes

- UKG31 - Birmingham

### **II.2.4) Description of the procurement**

BTA launched its first in-house DAM system in 2021 as part of the Digital Transformation programme to deliver a new forward looking, digital ecosystem which included the integration with a new single scalable global content management system (CMS). The DAM provides BTA staff with a single source of truth for compliant, high-quality assets to support them with the delivery of their marketing activity. It also offers BTA partners,

media and the travel industry access to free to download images and video to use in the positive promotion of travel to the UK. We have 250+ staff operating in 23 offices across 21 overseas markets and over 3000 registered external users across 70 countries.

#### **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: £532,000

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

Start date

1 May 2025

End date

30 April 2030

This contract is subject to renewal

No

#### **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

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## **Section III. Legal, economic, financial and technical information**

### **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

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## **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: Yes

### **IV.2) Administrative information**

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

Date

3 March 2025

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: 3 June 2025

#### **IV.2.7) Conditions for opening of tenders**

Date

31 January 2025

Local time

3:00pm

Place

Tenders will be opened electronically via the Atamis eprocurement system

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: Approximately 6 months before the end of the then current contract.

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

British Tourism Authority t/a VisitBritain/VisitEngland

Victoria Square House, Victoria Square

Birmingham

B2 4AJ

Email

[procurement@visitbritain.org](mailto:procurement@visitbritain.org)

Country

United Kingdom

Internet address

<https://www.visitbritain.com/en>

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

British Tourism Authority t/a VisitBritain/VisitEngland

Victoria Square House, Victoria Square

Birmingham

B2 4AJ

Email

[procurement@visitbritain.org](mailto:procurement@visitbritain.org)

Country

United Kingdom

Internet address

<https://www.visitbritain.com/en>