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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): ocids-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

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

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

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

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

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

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

Country

United Kingdom

Internet address

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