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Contract

## **BTA2176 - Search engine optimization Marketing for VB and VW Web**

VisitBritain/VisitEngland

F03: Contract award notice

Notice identifier: 2026/S 000-003459

Procurement identifier (OCID): ocds-h6vhtk-060691

Published 15 January 2026, 12:31pm

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

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

VisitBritain/VisitEngland

4th Floor, Victoria Square House, Victoria Square

Birmingham

B2 4AJ

#### **Contact**

Procurement Team

#### **Email**

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

#### **Country**

United Kingdom

#### **Region code**

UKI3 - Inner London – West

**Internet address(es)**

Main address

<https://www.visitbritain.org/>

Buyer's address

<https://www.visitbritain.org/>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Other activity

Tourism

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## **Section II: Object**

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

#### **II.1.1) Title**

BTA2176 - Search engine optimization Marketing for VB and VW Web

Reference number

BTA2176

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

- 72222300 - Information technology services

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

Services

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

Search engine optimisation (SEO) for the VisitBritain and VisitEngland websites, with the objectives of increasing VisitBritain/VisitEngland's visibility and organic and paid traffic across search engines. The main remit will be to deliver across B2C, B2B, Corporate, and Commercial VisitBritain/ VisitEngland websites as and when required.

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £667,925

## **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 72222300 - Information technology services

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

NUTS codes

- UKM - Scotland

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

Further Competition under the Crown Commercial Services RM6124 Communications Marketplace Dynamic Purchasing System (DPS).

#### **II.2.5) Award criteria**

Quality criterion - Name: Technical / Weighting: 65

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 25

#### **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 IV. Procedure**

#### **IV.1) Description**

##### **IV.1.1) Type of procedure**

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

Further Competition under the Crown Commercial Services RM6124 Communications Marketplace Dynamic Purchasing System (DPS).

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

The procurement is covered by the Government Procurement Agreement: Yes

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## Section V. Award of contract

A contract/lot is awarded: Yes

### V.2) Award of contract

#### V.2.1) Date of conclusion of the contract

26 November 2025

#### V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 1

The contract has been awarded to a group of economic operators: No

#### V.2.3) Name and address of the contractor

8 Million Stories Ltd

5 Rutland Square

Edinburgh,

EH1 2AS

Email

[robin@8ms.com](mailto:robin@8ms.com)

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

SC430348

Internet address

<https://8ms.com/>

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £667,925

Total value of the contract/lot: £667,925

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## **Section VI. Complementary information**

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

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

British Tourist 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 Tourist 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>