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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

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

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

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

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

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

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

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

Country

United Kingdom

Internet address

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