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Contract

BTA2193 C1368 IPS Sponsored Questions Contract

British Tourist Authority t/a VisitBritain/VisitEngland

F03: Contract award notice

Notice identifier: 2026/S 000-006242

Procurement identifier (OCID): ocds-h6vhtk-060d74

Published 23 January 2026, 2:15pm

Section I: Contracting authority

I.1) Name and addresses

British Tourist Authority t/a VisitBritain/VisitEngland

Victoria Square House, Victoria Square

Birmingham

B2 4AJ

Contact

Procurement Team

Email

procurement@visitbritain.org

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.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

BTA2193 C1368 IPS Sponsored Questions Contract

Reference number

BTA2193 C1368 IPS Sponsored Questions Contract

II.1.2) Main CPV code

- 73110000 - Research services

II.1.3) Type of contract

Services

II.1.4) Short description

Collection of VB specific tourism questions during International Passenger Survey 2026 survey year.

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: £81,931.77

II.2) Description

II.2.2) Additional CPV code(s)

- 73110000 - Research services
- 79310000 - Market research services

II.2.3) Place of performance

NUTS codes

- UKG31 - Birmingham

Main site or place of performance

UK & International

II.2.4) Description of the procurement

Direct Award (previously called Single Tender)

II.2.5) Award criteria

Price

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:

Direct Award (previously called Single Tender

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

1 January 2026

V.2.2) Information about tenders

Number of tenders received: 1

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

V.2.3) Name and address of the contractor

OFFICE FOR NATIONAL STATISTICS

Cardiff Road, Newport

Newport

NP10 8XG

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £81,931.77

Total value of the contract/lot: £81,931.77

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.4.2) 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

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>