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Award

## **BTA1655 - Digital Accessibility Guides & Supporting Services**

VisitBritain/VisitEngland

F15: Voluntary ex ante transparency notice

Notice identifier: 2023/S 000-008768

Procurement identifier (OCID): ocds-h6vhtk-03b626

Published 27 March 2023, 9:46am

### **Section I: Contracting authority/entity**

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

VisitBritain/VisitEngland

3 Grosvenor Gardens, Victoria

London

SW1W 0BD

#### **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

[www.visitbritain.org](http://www.visitbritain.org)

Buyer's address

[www.visitbritain.org](http://www.visitbritain.org)

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

Other type

Tourism Board

**I.5) Main activity**

Other activity

Tourism

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## **Section II: Object**

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

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

BTA1655 - Digital Accessibility Guides & Supporting Services

Reference number

BTA1655

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

- 75125000 - Administrative services related to tourism affairs

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

Services

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

VisitBritain/VisitEngland are publishing this notice as a VEAT (Voluntary Ex ante Transparency Notice) with a view to directly awarding a contract to Disabled Enabled Limited t/a AccessAble for the provision of a new Accessibility Guides self-survey tool.

It is proposed that this Accessibility Guides self-survey tool will be used for smaller and less complex tourism businesses in England, on an existing digital platform, with supporting services and access to an established on-site surveyor-assessment service for larger and more complex businesses.

#### **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: £175,000

### **II.2) Description**

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

- 48100000 - Industry specific software package

- 48000000 - Software package and information systems

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

NUTS codes

- UKI3 - Inner London – West

Main site or place of performance

London

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

VisitBritain/VisitEngland are publishing this notice as a VEAT (Voluntary Ex ante Transparency Notice) with a view to awarding a contract to Disabled Enabled Limited t/a AccessAble for the provision of a new Accessibility Guides self-survey tool.

51% of adults in England who identify as disabled did not take a holiday in England in the last 12 months, compared to 40% of non-disabled people (Participation Survey 2021/22). Provision of accessibility information is a key barrier to disabled people participating in tourism:

- 92% of disabled people look for accessibility information before visiting somewhere new and
- 56% avoid visiting a venue if it has not shared its accessibility information, assuming it is inaccessible (Euan's Guide Survey 2021).

In response to this, VisitEngland (VE) created a standard approach for tourism venues to provide this information – Accessibility Guides (formerly Access Statements). An Accessibility Guide is a customer-facing marketing document that details the accessibility of a venue so that people with accessibility requirements can make an informed decision as to whether it will meet their individual requirements.

VE has made available a template tool for tourism operators to use to produce their Accessibility Guides since 2007. Research by VE in 2022 provides strong evidence that the disabled consumer supports the provision of Accessibility Guides and as a result will further develop the Accessibility Guides initiative.

The current tool, provided in-house (and in-partnership with VisitScotland (VS)), is approaching end of life. Therefore, VE proposes to award a contract to AccessAble (an established, dedicated external body) to extend their existing access information provision offer, by developing a new tool on their existing platform (and provide supporting services) that would allow smaller and less complex tourism businesses to create and publish their own Guide for free.

The contracting authority specifically requires the established AccessAble brand and platform as it is uniquely placed to bring the credibility, visibility and consistency needed by the consumer, reducing duplication by providing a whole-of-industry solution nationwide.

VE may also grant licences to other National Tourist Boards (NTBs). The consistency of approach across nations brought about by such licence arrangements would be of great benefit to not only travellers with accessibility requirements but also visitor economy businesses that have venues located in the different nations of Britain.

This approach would form a key action in support of the Government's ambition to make the UK the most accessible tourism destination in Europe by 2025, by delivering a step change in how the industry tackles a key barrier to disabled people participating in tourism.

The maximum value of the proposed contract to AccessAble by the contracting authority shall not exceed £175,000 ex VAT. The proposed contract is intended for a three year period, with the option to extend for 2 further periods of 12 months each.

If any supplier has concerns with the award intentions outlined within this VEAT Notice, please raise this via: [procurement@visitbritain.org](mailto:procurement@visitbritain.org) in the first instance within 10 days of the date of this Notice.

The closing date of this VEAT is midday on 3rd April 2023.

#### **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

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## **Section IV. Procedure**

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

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

Negotiated without a prior call for competition

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
  - absence of competition for technical reasons

Explanation:

The procurement falls outside the scope of the applicable regulations.

The contracting authority has undertaken market analysis of suppliers and has concluded that AccessAble are the only established supplier providing:

- a nationwide on-site surveyor-assessment service for the production of Accessibility Guides – a key requirement of this project to ensure a whole-of-industry solution that delivers quality information to the consumer
- distribution channels that deliver strong consumer presence for businesses and
- a well-established brand that brings the credibility, visibility and consistency needed by the consumer

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

The procurement is covered by the Government Procurement Agreement: No

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## **Section V. Award of contract/concession**

A contract/lot is awarded: Yes

### **V.2) Award of contract/concession**

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

24 March 2023

#### **V.2.2) Information about tenders**

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

**V.2.3) Name and address of the contractor/concessionaire**

Disabled Enabled Limited t/a AccessAble

AccessAble 18-20 High Street Stevenage Hertfordshire SG1 3EJ

Hitchin

SG4 0TW

Email

[hello@AccessAble.co.uk](mailto:hello@AccessAble.co.uk)

Telephone

+44 1438842710

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03989521

Internet address

[www.accessable.co.uk/](http://www.accessable.co.uk/)

The contractor/concessionaire is an SME

Yes

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

Total value of the contract/lot/concession: £175,000

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## **Section VI. Complementary information**

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

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

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](mailto:generaloffice@administrativecourtoffice.justice.gov.uk)

Country

United Kingdom

Internet address

[www.gov.uk/courts-tribunals](http://www.gov.uk/courts-tribunals)

#### **VI.4.2) Body responsible for mediation procedures**

VisitBritain/VisitEngland

3 Grosvenor Gardens, Victoria

London

SW1W 0BD

Email

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

Country

United Kingdom

Internet address

[www.visitbritain.org](http://www.visitbritain.org)

### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

Any applications to the High Court, in accordance with section VI.4.1 must be made in accordance with Part 3 of the Public Contracts Regulations 2015.

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

VisitBritain/VisitEngland

3 Grosvenor Gardens, Victoria

London

SW1W 0BD

Email

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

Country

United Kingdom

Internet address

[www.visitbritain.org](http://www.visitbritain.org)