

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/009990-2023>

Planning

## **Dynamic Purchasing System - Commercial Partnerships**

VisitBritain/VisitEngland

F01: Prior information notice

Prior information only

Notice identifier: 2023/S 000-009990

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

Published 5 April 2023, 2:55pm

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

#### **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.3) Communication**

Additional information can be obtained from the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<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**

Dynamic Purchasing System - Commercial Partnerships

Reference number

BTA1650

### **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's (VB) Commercial Partnerships Team has the responsibility for creating commercial partnerships between VB and third party suppliers (or partners) for mutual benefit. In these commercial partnerships, the association of both brands generates a specific financial, or other advantage, which is applied for the benefit of both parties.

In some cases, VB will match the funding provided by the third party supplier (partner) to enhance the scope of the commercial arrangement, which results in added value benefits for all. The Commercial Partnerships Team has used Dynamic Partner Register (DPR) to manage and award agreements to third party suppliers (partners).

VB are now seeking to replace the DPR established in 2015 with a new Dynamic Purchasing System (DPS) for Commercial Partnerships, and is interested in receiving expressions of interest from the market through this PIN process.

### **II.1.5) Estimated total value**

Value excluding VAT: £16,000,000

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

This contract is divided into lots: Yes

## **II.2) Description**

### **II.2.1) Title**

Intermediaries - (OTA's, DMCs, Metasearch, Tour Op' & Wholesalers

Lot No

2

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

- 75125000 - Administrative services related to tourism affairs

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK

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

Intermediaries including Online Travel Agencies (OTA's), Destination Management Companies (DMCs), Metasearch, Tour Operators and Wholesalers. These providers allow the end user to be able to search / book tickets, packaged holidays & tours for Britain. This can be direct to consumer (B2C) or via business channels (B2B).

## **II.2) Description**

### **II.2.1) Title**

Product (attractions, experiences, airports)

Lot No

4

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

- 75125000 - Administrative services related to tourism affairs

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK

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

Facilities or services; natural, cultural or manmade attractions, facilities, activity's or services that support British holidays.

## **II.2) Description**

### **II.2.1) Title**

Accommodation

Lot No

3

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

- 75125000 - Administrative services related to tourism affairs

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK

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

Offers overnight accommodation for holidays in Britain, e.g. hotels, holiday homes, B&B's, campsites & hostels.

## **II.2) Description**

### **II.2.1) Title**

Brands

Lot No

5

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

- 75125000 - Administrative services related to tourism affairs

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK

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

Any brand (outside of tourism) where it might be mutually beneficial to partner. For example, the brand has a strong link to Britain, and audiences strongly align.

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

#### **II.2.1) Title**

Carriers (Airlines, Ferries, Trains, Roads)

Lot No

Lot 1

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

- 75125000 - Administrative services related to tourism affairs

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK

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

Providing transport options to facilitate travel to and throughout Britain.

### **II.3) Estimated date of publication of contract notice**

30 May 2023

---

## Section IV. Procedure

### IV.1) Description

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

The procurement is covered by the Government Procurement Agreement: No

---

## Section VI. Complementary information

### VI.3) Additional information

VB is proposing to establish a Dynamic Purchasing System (DPS) for a period of 48 months. This DPS will be procured under the Light Touch Regime (LTR), and will subject to limited regulations, in accordance with Regulations 74-76 PCR2015.

It is proposed that supplier registration for the DPS through the publication of Contract Notice will commence in May 2023 / June 2023, with the DPS operating for a two (2) year term.

The purpose of this PIN is to provide information to potential partners regarding the proposed Lot structure for the Commercial Partnerships DPS. Accordingly, VB proposes the following five (5) Lots:

- Lot 1 – Carriers (Airlines, Ferries, Trains, Roads)
- Lot 2 – Intermediaries (OTAs, DMCs, Metsearch, Tour Op' , wholesalers
- Lot 3 – Accommodation
- Lot 4 – Product (attractions, experiences, airports)
- Lot 5 – Brands

VB proposes that across 5 Lots, a maximum of up to £4m is available annually from VB to be matched in this way by suppliers on the DPS i.e. the annual total contribution from all suppliers across all Lots will be up to £4m.

Interested suppliers should note that the amount of VB's contribution is dependent on annual internal and any applicable governmental spend control approvals.

If you have recently registered on the Atamis eProcurement portal for another VisitBritain requirement, you can use the same account. If not, you will first need to register your organisation on the portal.

To register, you will need to:

1. Go to the URL: <https://visitbritain.force.com/s/Welcome>

2. Select 'Click here to register!'
3. Read and agree to the portal user agreement
4. Complete the registration form, providing information including:
  - The full legal name of your organisation,
  - Your company registration number,
  - Your DUNS number-a unique nine-digit number provided to organisations free of charge by Dun & Bradstreet.
  - Whether your organisation is a Small –Medium Sized Enterprise (SME)
  - User and contact details.

Once you have registered on the Atamis eProcurement system, you will be able to express your interest in this process.

To participate in this PIN process, suppliers should complete and return the PIN Market Testing Questionnaire no later than: 12noon on Tuesday 25 April 2023.