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Tender

Global Airline Partner Framework Agreement

VisitBritain/VisitEngland

F02: Contract notice

Notice identifier: 2021/S 000-014107

Procurement identifier (OCID): ocds-h6vhtk-02be8e

Published 21 June 2021, 5:20pm

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

Country

United Kingdom

NUTS code

UKI3 - Inner London – West

Internet address(es)

Main address

www.visitbritain.org

Buyer's address

<https://visitbritain.force.com/s/Welcome>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://visitbritain.force.com/s/Welcome>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://visitbritain.force.com/s/Welcome>

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

Other type

National Tourist Body

I.5) Main activity

Other activity

Tourism

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Global Airline Partner Framework Agreement

Reference number

BTA1500

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 is seeking to establish a single supplier framework agreement for a non-exclusive global collaboration with a suitably capable International Airline Carrier.

II.1.5) Estimated total value

Value excluding VAT: £27,000,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKI3 - Inner London – West

Main site or place of performance

International

II.2.4) Description of the procurement

VisitBritain is seeking to establish a single supplier framework agreement for a non-exclusive global collaboration with a suitably capable International Airline Carrier. This collaboration will support British tourism interest and values, and shares our goal in challenging perceptions of Britain, as well as increasing market share through mutually agreed activity to drive immediate visitor spend as quickly as possible. VisitBritain will agree specific briefs and contracted scopes of work with the appointed Global Airline Carrier to deliver against mutually agreed objectives. The Airline Carrier will contribute a minimum of £1m cash investment, to be matched by VisitBritain in at least one co-branded multi-channel marketing campaign in mutually agreed markets, targeting mutually agreed audiences and developing joint creative and media briefs. A maximum of £4.5m is available from VisitBritain to be matched in this way through 31st March, 2022. Interested Bidders should note that the amount of VisitBritain's contribution is dependent on annual internal and governmental approvals. The value of the framework agreement (if all extension options are exercised) is £27,000,000 (total contribution from VisitBritain & the Airline Carrier), however the contribution (spend) from VisitBritain is capped at £4.5m per year. If you have recently registered on the Atamis eProcurement portal for another VisitBritain procurement 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/Welcome2>.
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 tool, you will be able to express your interest in this specific procurement.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £27,000,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

This Framework Agreement is for a 1 Year Period, with the option to extend for 2 further periods of 12 months each.

II.2.10) Information about variants

Variants will be accepted: No

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

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

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

21 July 2021

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 19 October 2021

IV.2.7) Conditions for opening of tenders

Date

21 July 2021

Local time

12:00pm

Place

Electronic

Information about authorised persons and opening procedure

Electronic

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

VisitBritain/VisitEngland

3 Grosvenor Gardens, Victoria

London

SW1W 0BD

Email

procurement@visitbritain.org

Country

United Kingdom

Internet address

www.visitbritain.org

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

The BTA will incorporate a minimum 10 calendar day standstill period at the point that information on the award of the contract is communicated to tenderers. If an appeal regarding the award of contract has not been successfully resolved then the Public Contracts Regulations 2015 provide for aggrieved parties who have been harmed or are at risk of harm by breach of the rules to take action in the High Court. Any such action must be brought promptly (generally within 3 months).