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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](mailto:procurement@visitbritain.org)

#### **Country**

United Kingdom

#### **NUTS code**

UKI3 - Inner London – West

**Internet address(es)**

Main address

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

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## **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

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### **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

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### **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

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## **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](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

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).