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Contract

BTA1945 - Global PR Evaluation Services

VisitBritain/VisitEngland

F03: Contract award notice

Notice identifier: 2024/S 000-016791

Procurement identifier (OCID): ocds-h6vhtk-046c2e

Published 29 May 2024, 3:45pm

Section I: Contracting authority

I.1) Name and addresses

VisitBritain/VisitEngland

4th Floor, Victoria Square House, Victoria Square

Birmingham

B2 4AJ

Contact

Procurement Team

Email

Procurement@visitbritain.org

Country

United Kingdom

Region code

UKI3 - Inner London – West

Internet address(es)

Main address

<https://www.visitbritain.org/>

Buyer's address

<https://www.visitbritain.org/>

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

BTA1945 - Global PR Evaluation Services

Reference number

BTA1945

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Global PR evaluation. Open tender publicly advertised on the Governments Contracts Finder and Find-a-Tender Services (FTS) websites.

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: £186,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- UKI - London

II.2.4) Description of the procurement

Global PR evaluation which captures in market editorial coverage and analyses that coverage against our global PR KPIs - coverage within target media outlet.

Open tender publicly advertised on the Governments Contracts Finder and Find-a-Tender Services (FTS) websites.

The contract is awarded for a total period of 1 year with the option to extend for up to a maximum of 2 further years.

Total Awarded Value is maximum of all charges for the maximum length of the contract.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 70

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 20

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:

Open tender publicly advertised on the Governments Contracts Finder and Find-a-Tender Services (FTS) websites.

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

The procurement is covered by the Government Procurement Agreement: No

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

16 March 2024

V.2.2) Information about tenders

Number of tenders received: 14

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

V.2.3) Name and address of the contractor

Notified

10 Norwich Street, London

Norwich Street

EC4A 1BD

Country

United Kingdom

NUTS code

- UKI - London

National registration number

12234382

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £186,000

Total value of the contract/lot: £186,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

VisitBritain/VisitEngland

4th Floor, Victoria Square House, Victoria Square

Birmingham

B2 4BP

Email

Procurement@visitbritain.org

Country

United Kingdom

Internet address

www.visitbritain.org

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

VisitBritain/VisitEngland

4th Floor, Victoria Square House, Victoria Square

Birmingham

B2 4BP

Email

Procurement@visitbritain.org

Country

United Kingdom

Internet address

www.visitbritain.org