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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](mailto: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

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## **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

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## **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

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## **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](mailto:Procurement@visitbritain.org)

Country

United Kingdom

Internet address

[www.visitbritain.org](http://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](mailto:Procurement@visitbritain.org)

Country

United Kingdom

Internet address

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