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Contract

BTA1862 - Brand Tracker

VisitBritain/VisitEngland

F03: Contract award notice

Notice identifier: 2024/S 000-016792

Procurement identifier (OCID): ocds-h6vhtk-046c2f

Published 29 May 2024, 3:48pm

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

BTA1862 - Brand Tracker

Reference number

BTA1862

II.1.2) Main CPV code

- 79310000 - Market research services

II.1.3) Type of contract

Services

II.1.4) Short description

National and International BTA Brand Tracker Research services including survey, analysis and reporting.

Further Competition for invited suppliers under the Crown Commercial Services RM6126 Research & Insights Dynamic Purchasing System (DPS)

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: £1,687,500

II.2) Description

II.2.2) Additional CPV code(s)

- 79310000 - Market research services

II.2.3) Place of performance

NUTS codes

- UKI - London

II.2.4) Description of the procurement

Further Competition for invited suppliers under the Crown Commercial Services RM6126 Research & Insights Dynamic Purchasing System (DPS)

II.2.5) Award criteria

Quality criterion - Name: Social Value / Weighting: 10

Quality criterion - Name: Technical / Weighting: 70

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:

Further Competition for invited suppliers under the Crown Commercial Services RM6126 Research & Insights Dynamic Purchasing System (DPS)

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

19 May 2024

V.2.2) Information about tenders

Number of tenders received: 12

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

V.2.3) Name and address of the contractor

Kubi Kalloo

17a Clerkenwell Green, London,

Clerkenwell Green

EC1R 0DP

Country

United Kingdom

NUTS code

- UKI - London

National registration number

08565276

Internet address

<https://www.kubikaloo.com/>

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £1,687,500

Total value of the contract/lot: £1,687,500

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 4AJ

Email

Procurement@visitbritain.org

Country

United Kingdom

Internet address

<https://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 4AJ

Email

Procurement@visitbritain.org

Country

United Kingdom

Internet address

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