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Contract

## **BTA2133 - B2B Evaluation**

VisitBritain/VisitEngland

F03: Contract award notice

Notice identifier: 2025/S 000-017430

Procurement identifier (OCID): ocds-h6vhtk-0508b2

Published 28 April 2025, 5:08pm

### **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

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

BTA2133 - B2B Evaluation

Reference number

BTA2133

#### **II.1.2) Main CPV code**

- 79310000 - Market research services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

As the national tourism agency, VisitBritain / VisitEngland works to raise Britain's profile, increase the volume and value of tourism exports and develop England's visitor economy, working with organisations of all sizes and specialities. VisitBritain is obliged to report to government the impact of its activities. The outputs of the annual B2B evaluation are used in VisitBritain's reporting to government, and the findings are used to inform evidenced based decision making at VisitBritain.

Route to market was further Competition 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: £217,830

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79310000 - Market research services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

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

### **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:

Further Competition 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: Yes

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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**

14 April 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 3

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

#### **V.2.3) Name and address of the contractor**

Strategic Research and Insight

4 Park Court Mews, Park Place, Cardiff CF10 3DQ

4 Park Court Mews, Park Place

CF10 3DQ

Email

[anthony@strategic-research.co.uk](mailto:anthony@strategic-research.co.uk)

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03104801

Internet address

<https://strategic-research.co.uk/about.html>

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: £217,830

Total value of the contract/lot: £217,830

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

British Tourism Authority t/a VisitBritain/VisitEngland

Victoria Square House, Victoria Square

Birmingham

B2 4AJ

Email

[procurement@visitbritain.org](mailto:procurement@visitbritain.org)

Country

United Kingdom

Internet address

<https://www.visitbritain.com/en>

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

British Tourism Authority t/a VisitBritain/VisitEngland

Victoria Square House, Victoria Square

Birmingham

B2 4AJ

Email

[procurement@visitbritain.org](mailto:procurement@visitbritain.org)

Country

United Kingdom

Internet address

<https://www.visitbritain.com/en>