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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

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

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

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

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

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

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

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

Country

United Kingdom

Internet address

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