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Contract

## **BTA1839 - Domestic Sentiment Tracker - Further Competition under CCS RM6126**

VisitBritain/VisitEngland

F03: Contract award notice

Notice identifier: 2023/S 000-018985

Procurement identifier (OCID): ocds-h6vhtk-03de9b

Published 4 July 2023, 12:31pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

VisitBritain/VisitEngland

3 Grosvenor Gardens, Victoria

London

SW1W 0BD

#### **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

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

Buyer's address

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

BTA1839 - Domestic Sentiment Tracker - Further Competition under CCS RM6126

Reference number

BTA1839

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

- 79315000 - Social research services

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

Services

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

Further Competition under CCS RM6126 Research and Insight DPS for a Domestic Consumer Sentiment Tracker

#### **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: £241,742

### **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**

Domestic Sentiment Tracker to enable VisitEngland, VisitScotland and Visit Wales to continue tracking consumer sentiment in regards to the current cost of living crisis, overnight trip intentions of UK adults (UK and abroad), day trip intentions, business trip intentions.

This procurement was undertaken through the CCS Research and Insights Dynamic Marketplace DPS (RM6126) following a further competition process.

The contract is awarded for a total period of 1 year with the option to extend for up to a maximum of 3 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 (Quality) / Weighting: 60%

Price - Weighting: 40%

#### **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:

Award of Contract following a Further Competition between suppliers on the Crown Commercial Services RM6126 Research and Insight Dynamic Purchasing System

#### **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**

24 March 2023

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

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received by electronic means: 1

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

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

BDRC Continental

Kingsboure House, 229-231 High Holborn

London

WC17 7DA

Country

United Kingdom

NUTS code

- UKI - London

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: £256,000

Total value of the contract/lot: £241,742

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## **Section VI. Complementary information**

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

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

VisitBritain/VisitEngland

3 Grosvenor Gardens, Victoria

London

SW1W 0BD

Email

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

Country

United Kingdom

Internet address

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

#### **VI.4.2) Body responsible for mediation procedures**

VisitBritain/VisitEngland

3 Grosvenor Gardens, Victoria

London

SW1W 0BD

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

3 Grosvenor Gardens, Victoria

London

SW1W 0BD

Email

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

Country

United Kingdom

Internet address

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