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Contract

## **BTA1500 - Global Airline Partner Framework Agreement**

VisitBritain/VisitEngland

F03: Contract award notice

Notice identifier: 2021/S 000-023331

Procurement identifier (OCID): ocds-h6vhtk-02be8e

Published 20 September 2021, 2:50pm

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

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

VisitBritain/VisitEngland

3 Grosvenor Gardens, Victoria

London

SW1W 0BD

#### **Contact**

Richard Johnson

#### **Email**

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

#### **Country**

United Kingdom

#### **NUTS code**

UKI3 - Inner London – West

**Internet address(es)**

Main address

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

Buyer's address

<https://visitbritain.force.com/s/Welcome>

**I.4) Type of the contracting authority**

Other type

Tourism Body

**I.5) Main activity**

Other activity

Tourism

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## **Section II: Object**

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

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

BTA1500 - Global Airline Partner Framework Agreement

Reference number

BTA1500

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

- 75125000 - Administrative services related to tourism affairs

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

Services

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

VisitBritain is seeking to establish a single supplier framework agreement for a non-exclusive global collaboration with a suitably capable International Airline Carrier.

#### **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: £27,000,000

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

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

NUTS codes

- UKI3 - Inner London – West

Main site or place of performance

International

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

VisitBritain is seeking to establish a single supplier framework agreement for a non-exclusive global collaboration with a suitably capable International Airline Carrier. This collaboration will support British tourism interest and values, and shares our goal in challenging perceptions of Britain, as well as increasing market share through mutually agreed activity to drive immediate visitor spend as quickly as possible. VisitBritain will agree specific briefs and contracted scopes of work with the appointed Global Airline Carrier to deliver against mutually agreed objectives. The Airline Carrier will contribute a minimum of £1m cash investment, to be matched by VisitBritain in at least one co-branded multi-channel marketing campaign in mutually agreed markets, targeting mutually agreed audiences and developing joint creative and media briefs. A maximum of £4.5m is available from VisitBritain to be matched in this way through 31st March, 2022. Interested Bidders should note that the amount of VisitBritain's contribution is dependent on annual internal and governmental approvals. The value of the framework agreement (if all extension options are exercised) is £27,000,000 (total contribution from VisitBritain & the Airline Carrier), however the contribution (spend) from VisitBritain is capped at £4.5m per year.

#### **II.2.5) Award criteria**

Price

#### **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**

Open procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-014107](#)

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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**

27 August 2021

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

Number of tenders received: 1

Number of tenders received from SMEs: 0

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**

British Airways

Waterside, PO BOX 365, Harmondsworth,

Harmondsworth,

UB7 0GB

Email

[bacustomerrelations@ba.com](mailto:bacustomerrelations@ba.com)

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

01777777

Internet address

[www.britishairways.com](http://www.britishairways.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: £27,000,000

Total value of the contract/lot: £27,000,000

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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)