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Contract

Communications Planning

VisitBritain/VisitEngland

F03: Contract award notice

Notice identifier: 2023/S 000-024104

Procurement identifier (OCID): ocds-h6vhtk-03f07c

Published 17 August 2023, 8:10am

Section I: Contracting authority

I.1) Name and addresses

VisitBritain/VisitEngland

3 Grosvenor Gardens

London

SW1W 0BD

Contact

Procurement Team

Email

procurement@visitbritain.org

Country

United Kingdom

Region code

UKI3 - Inner London – West

Internet address(es)

Main address

www.visitbritain.org

Buyer's address

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

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

Communications Planning

Reference number

BTA1672

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

VisitBritain sought to procure a Communications Planning supplier to provide a global solution to our Comms Planning needs - creating channel plans and communications strategies for all markets, domestically and in the UK.

This was conducted as a further competition from CCS Framework Campaign Solutions 2 (RM6125).

The proposed contract will be for an initial period of two years with the option to extend for 2 x 12 month periods, so a potential total of 4 years.

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: £2,000,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

National

II.2.4) Description of the procurement

VisitBritain sought to procure a Communications Planning supplier to provide a global solution to our Comms Planning needs - creating channel plans and communications strategies for all markets, domestically and in the UK.

This was conducted as a further competition from CCS Framework Campaign Solutions 2 (RM6125).

II.2.5) Award criteria

Quality criterion - Name: 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

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:

This requirement was procured via a further competition using Crown Commercial Services RM6125 Campaign Solutions 2, Lot 2 Media Strategy & Planning. Following the evaluation of tenders received the contract was awarded to the highest scoring supplier against the tender evaluation criteria and weightings.

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

16 December 2022

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 0

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

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

V.2.3) Name and address of the contractor

MG OMD

Bankside 3, 90 - 100 Southwark Street, London, SE1 0SW

London

SE1 0SW

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

02078820

Internet address

<http://www.ond.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: £2,000,000

Total value of the contract/lot: £2,000,000

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

Country

United Kingdom

Internet address

www.visitbritain.org

VI.4.2) Body responsible for mediation procedures

Royal Court of Justice, The Strand

The High Court, Royal Court of Justice, The Strand, London, WC2A 2LL

London

WC2A 2LL

Email

generaloffice@administrativecourtoffice.justice.gov.uk

Country

United Kingdom

Internet address

www.gov.uk/courts-tribunals

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

VisitBritain/VisitEngland

3 Grosvenor Gardens

London

SW1W 0BD

Email

procurement@visitbritain.org

Country

United Kingdom

Internet address

www.visitbritain.org