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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](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

<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

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## **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

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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:

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

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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**

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.omb.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

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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**

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](mailto:generaloffice@administrativecourtoffice.justice.gov.uk)

Country

United Kingdom

Internet address

[www.gov.uk/courts-tribunals](http://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](mailto:procurement@visitbritain.org)

Country

United Kingdom

Internet address

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