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Contract

## **BTA1511 Brandwatch Social Media Monitoring & Analytics Service / Enterprise**

British Tourist Authority

F03: Contract award notice

Notice identifier: 2023/S 000-024166

Procurement identifier (OCID): ocds-h6vhtk-03f09f

Published 17 August 2023, 12:38pm

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

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

British Tourist Authority

3 Grosvenor Gardens, London, SW1W 0BD

London

SW1W0BD

#### **Contact**

Procurement Team

#### **Email**

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

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

**Internet address(es)**

Main address

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

Buyer's address

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

**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**

BTA1511 Brandwatch Social Media Monitoring & Analytics Service / Enterprise

Reference number

Contract Ref: C0651 Project Ref: BTA1511

**II.1.2) Main CPV code**

- 72222300 - Information technology services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Social Media Monitoring & Analytics Services awarded using G-Cloud 12 Framework Agreement (RM1557.12)

#### **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: £195,840

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

#### **II.2.2) Additional CPV code(s)**

- 72222300 - Information technology services
- 72222300 - Information technology services

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK

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

Crown Commercial Services Framework, RM1557.12,  
G-Cloud-12

#### **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**

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:

Call-Off contract from G-Cloud 12 Framework Agreement (RM1557.12)

#### **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**

12 July 2022

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

Number of tenders received: 1

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

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

BRANDWATCH - RUNTIME COLLECTIVE LTD

Sovereign House Church Street, 1st Floor, Brighton, BN1 1UJ

Brighton

BN1 1UJ

Country

United Kingdom

NUTS code

- UKI - London

National registration number

03898053

Internet address

<http://www.brandwatch.com>

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: £195,840

Total value of the contract/lot: £195,840

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## **Section VI. Complementary information**

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

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

British Tourist Authority

3 Grosvenor Gardens, London, SW1W 0BD

London

SW1W0BD

Email

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

Country

United Kingdom

Internet address

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

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

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)

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

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)