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Contract

## **BTA1821 Provision of Gift Cards (electronic and physical)**

VisitBritain/VisitEngland

F03: Contract award notice

Notice identifier: 2023/S 000-024270

Procurement identifier (OCID): ocds-h6vhtk-038ace

Published 18 August 2023, 9:13am

### **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**

BTA1821 Provision of Gift Cards (electronic and physical)

Reference number

BTA1821

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

- 30199000 - Paper stationery and other items

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

Supplies

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

VisitBritain (VB) is looking at opportunities to grow the visitor economy through the creation of Gift Cards as a currency for consumers to purchase tourism products. In addition, we are looking to penetrate a new market for revenue generation through the sale of the Gift Cards in the B2B and corporate/incentives market.

#### **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: £564,175

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

#### **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**

VB is looking for a Gift Card provider that offers a sale and redemption solution of Gift Card products for the tourism industry.

VB would sell and redeem the Gift Card (B2C) on its e-commerce site (VB Shop) and in addition, we are looking for a Gift Card provider to facilitate the sale and redemption of Gift Cards in the B2B space through its existing network of partnerships.

The VB Gift Card would have approximately 30-40 key attractions across the UK and be available as a minimum in the UK domestic market, and potentially in the international markets.

VB would like to sell the Gift Card through its VisitBritain shop online platform (B2C) and also would like the VB Gift Card to be sold to the corporate/incentives markets/shopping centres/3rd parties (B2B).

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

Quality criterion - Name: Social Value / Weighting: 10%

Quality criterion - Name: Quality / Weighting: 50%

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**

Open procedure

#### **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: [2022/S 000-034406](#)

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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**

17 August 2023

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

Number of tenders received: 2

Number of tenders received from SMEs: 1

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**

Blackhawk Network EMEA Ltd.

BLACKHAWK NETWORK EMEA LIMITED, Westside, London Road, Hemel Hempstead,  
Hertfordshire, United Kingdom, HP3 9TD

Hemel Hemstead

HP3 9TD

Telephone

+44 8663932

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04155659

Internet address

[www.blackhawknetwork.com/uk-en](http://www.blackhawknetwork.com/uk-en)

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: £564,175

Total value of the contract/lot: £564,175

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## **Section VI. Complementary information**

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

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

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.4.2) 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)