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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

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

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

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](#)

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

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

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

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