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Contract

BTA1534 England Brand Development

VisitBritain/VisitEngland

F03: Contract award notice

Notice identifier: 2023/S 000-026115

Procurement identifier (OCID): ocds-h6vhtk-03f9e0

Published 4 September 2023, 5:04pm

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

BTA1534 England Brand Development

Reference number

BTA1534

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

BTA1534 England Brand Development
call-off contract under Crown Commercial Services Framework RM6125: Campaign
Solutions 2 – Lot 1: End to end campaign solutions

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: £421,887

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

BTA1534 England Brand Development
call-off contract under Crown Commercial Services Framework RM6125: Campaign
Solutions 2 – Lot 1: End to end campaign solutions

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80%

Price - Weighting: 20%

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:

Further competition using Crown Commercial Services Framework RM6125: Campaign Solutions 2 – Lot 1: End to end campaign solutions.

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

5 December 2022

V.2.2) Information about tenders

Number of tenders received: 3

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

V.2.3) Name and address of the contractor

Four Communications Limited

Four Communications Limited, The Hickman Building, 2 Whitechapel Road, London, England, E1 1FX

London

E1 1FX

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04286449

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: £421,887

Total value of the contract/lot: £421,887

V.2.5) Information about subcontracting

The contract is likely to be subcontracted

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

Country

United Kingdom

Internet address

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

VI.4.2) Body responsible for mediation procedures

British Tourist Authority

3 Grosvenor Gardens, London, SW1W 0BD

London

SW1W0BD

Email

procurement@visitbritain.org

Country

United Kingdom

Internet address

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

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