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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](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**

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

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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:

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

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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**

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

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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**

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.4.4) 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)