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Contract

BTA1673 - Strategic Media Activation

VisitBritain/VisitEngland

F03: Contract award notice

Notice identifier: 2023/S 000-026133

Procurement identifier (OCID): ocds-h6vhtk-03f9f0

Published 5 September 2023, 12:43am

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

BTA1673 - Strategic Media Activation

Reference number

BTA1673

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The purpose of this contract is to buy media channels from Manning Gottlieb, OMD who have set up a government media team to buy across all off and online channels on our behalf in the UK and globally.

Call Off award under CCS RM6123 Media Services Framework Agreement - Lot 1: Strategic Media Activation (Media Buying).

The corresponding Contracts Finder Award Notice can be accessed using the following link:

<https://www.contractsfinder.service.gov.uk/Notice/dadd0ce0-f0be-4c62-99a0-3656be2286ab>

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: £100,000,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK & International

II.2.4) Description of the procurement

The purpose of this contract is to buy media channels from Manning Gottlieb, OMD who have set up a government media team to buy across all off and online channels on our behalf in the UK and globally.

Call Off award under CCS RM6123 Media Services Framework Agreement - Lot 1: Strategic Media Activation (Media Buying).

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

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 award under CCS RM6123 Media Services Framework Agreement - Lot 1: Strategic Media Activation (Media Buying). Direct Award to Manning Gottlieb, OMD permitted under CCS RM6123 Lot 1 Framework Agreement.

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

4 July 2022

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 0

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: 0

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

V.2.3) Name and address of the contractor

Manning Gottlieb OMD

Manning Gottlieb OMD, a trading division of OMD Group Ltd,85 Strand, London WC2R 0DW

London

WC2R 0DW

Email

adam.skinner@omnicommediagroup.com

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

02078820

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: £100,000,000

Total value of the contract/lot: £100,000,000

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