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Contract

BTA1855 - Meta Advertising (Facebook and Instagram)

VisitBritain/VisitEngland

F03: Contract award notice

Notice identifier: 2023/S 000-027651

Procurement identifier (OCID): ocds-h6vhtk-040201

Published 19 September 2023, 2:40pm

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

BTA1855 - Meta Advertising (Facebook and Instagram)

Reference number

BTA1855

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

This contract will be used to cover all spend under a total £50k on the social media platforms Facebook and Instagram.

On these platforms, VisitBritain content reaches a small audience, (Meta estimates organic reach to be under 5% of your audience), however by paying for content to be “boosted” to a larger audience this increases reach, engagement and therefore improves social media performance, which contributes to VisitBritain’s ROI calculations.

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: £500,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Single Tender Action - Award of Meta Advertising (Facebook and Instagram)

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:

Contract awarded via Single Tender Action under Public Contracts Regulation 32(2)(b)(ii) due to the absence of competition for technical reasons as approved by VisitBritain and DCMS (Sponsor Organisation)

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

6 September 2023

V.2.2) Information about tenders

Number of tenders received: 1

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

V.2.3) Name and address of the contractor

Meta Platform Ireland Limited

Block J, Serpentine Ave, Dublin

Dublin

D04 N9T7

Country

Ireland

NUTS code

- IE06 - Eastern and Midland

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: £500,000

Total value of the contract/lot: £500,000

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