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Contract

BTA2147 Economic & Tourism Forecasts C1306

British Tourist Authority t/a VisitBritain/VisitEngland

F03: Contract award notice

Notice identifier: 2025/S 000-045588

Procurement identifier (OCID): ocds-h6vhtk-056c26

Published 4 August 2025, 11:54am

Section I: Contracting authority

I.1) Name and addresses

British Tourist Authority t/a VisitBritain/VisitEngland

Victoria Square House, Victoria Square

Birmingham

B2 4AJ

Contact

Procurement Team

Email

procurement@visitbritain.org

Country

United Kingdom

Region code

UKG31 - Birmingham

Internet address(es)

Main address

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

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

BTA2147 Economic & Tourism Forecasts C1306

Reference number

BTA2147 Economic & Tourism Forecasts C1306

II.1.2) Main CPV code

- 79315000 - Social research services

II.1.3) Type of contract

Services

II.1.4) Short description

Economic & Tourism Forecasts

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: £329,851

II.2) Description

II.2.2) Additional CPV code(s)

- 48460000 - Analytical, scientific, mathematical or forecasting software package

II.2.3) Place of performance

NUTS codes

- UKG31 - Birmingham

Main site or place of performance

UK & International

II.2.4) Description of the procurement

Call Off Contract award under Crown Commercial Services framework agreement
RM6126 Research & Insights using a further competition

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 Contract award under Crown Commercial Services framework agreement
RM6126 Research & Insights using a further competition

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

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

1 July 2025

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

Oxford Economics Limited

60 St. Aldates, Oxford, Oxfordshire, OX1 1ST

Oxford

OX1 1ST

Country

United Kingdom

NUTS code

- UKG31 - Birmingham

National registration number

01557776

Internet address

<http://www.oxfordeconomics.com/>

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: £79,125

Total value of the contract/lot: £329,851

V.2.5) Information about subcontracting

The contract is likely to be subcontracted

Value or proportion likely to be subcontracted to third parties

Proportion: 10 %

Short description of the part of the contract to be subcontracted

User Provisioning and Management
Identity & Access Management
User Provisioning and Management
Salesforce Backup Solution
Content Management System
Customer Relationship Management Database
Accounts Receivable and Payable
Subscription Emails

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

British Tourist Authority t/a VisitBritain/VisitEngland

Victoria Square House, Victoria Square

Birmingham

B2 4AJ

Email

procurement@visitbritain.org

Country

United Kingdom

Internet address

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

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

British Tourist Authority t/a VisitBritain/VisitEngland

Victoria Square House, Victoria Square

Birmingham

B2 4AJ

Email

procurement@visitbritain.org

Country

United Kingdom

Internet address

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