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Contract

Land, Leisure and Tourism Show 2025

British Tourist Authority t/a VisitBritain/VisitEngland

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-059379

Procurement identifier (OCID): ocds-h6vhtk-05a15f

Published 24 September 2025, 3:41pm

Scope

Reference

BTA2181

Description

VisitEngland support for the Land, Leisure & Tourism Show 2025, which gives us a VisitEngland networking area to enable connections between VE, LVEPs, trade bodies & key stakeholders. Due to the nature of the event, we are unable to procure the networking area or stand from any other supplier, meaning that a Direct Award is the only possible approach. The contract value for 2025 is £10,500, however, this will be the third year of attendance so we are transparently publishing this award in light of the cumulative spend across that period.

Contract 1. BTA2181 - Land, Leisure and Tourism Show 2025

Supplier

- [lamma limited](#)

Contract value

- £10,500 excluding VAT
- £12,600 including VAT

Below the relevant threshold

Date signed

12 August 2025

Contract dates

- 13 August 2025 to 30 November 2025
- 3 months, 19 days

Main procurement category

Services

CPV classifications

- 79952000 - Event services

Procedure

Procedure type

Below threshold - without competition

Supplier

lamma limited

Unit 4 Fulwood Business Park, Caxton Road

Preston

PR2 9NZ

United Kingdom

Email: events@agricconnect.com

Website: <https://www.lammashow.com/>

Region: UKD45 - Mid Lancashire

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. BTA2181 - Land, Leisure and Tourism Show 2025

Contracting authority

British Tourist Authority t/a VisitBritain/VisitEngland

- Public Procurement Organisation Number: PNTZ-2463-JRXX

Victoria Square House, Victoria Square

Birmingham

B2 4AJ

United Kingdom

Contact name: Procurement Team

Email: procurement@visitbritain.org

Website: <https://visitbritain.force.com/s/Welcome>

Region: UKG31 - Birmingham

Organisation type: Public authority - central government