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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): ocids-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.

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## **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

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## Procedure

### Procedure type

Below threshold - without competition

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## Supplier

### **lamma limited**

Unit 4 Fulwood Business Park, Caxton Road

Preston

PR2 9NZ

United Kingdom

Email: [events@agriconnect.com](mailto:events@agriconnect.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

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## 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](mailto:procurement@visitbritain.org)

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

Region: UKG31 - Birmingham

Organisation type: Public authority - central government