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Contract

Anholt Nation Brands Index 2025

British Tourist Authority t/a VisitBritain/VisitEngland

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

Notice identifier: 2025/S 000-066327

Procurement identifier (OCID): ocids-h6vhtk-05cedf

Published 17 October 2025, 1:50pm

Scope

Reference

BTA2163

Description

The Anholt Nation Brands Index 2025 is a unique proprietary survey and Earthspeak are the sole supplier who can deliver the survey.

Contract 1. Anholt Nation Brands Index 2025

Supplier

- [EARTHSPEAK LTD T/A ANHOLT & CO](#)

Contract value

- £60,000 excluding VAT
- £60,000 including VAT

Below the relevant threshold

Date signed

17 June 2025

Contract dates

- 18 June 2025 to 31 December 2025
- 6 months, 13 days

Main procurement category

Services

CPV classifications

- 79311400 - Economic research services
-

Procedure

Procedure type

Below threshold - without competition

Special regime

Light touch

Supplier

EARTHSPEAK LTD T/A ANHOLT & CO

10 Orange Street, Haymarket

London

WC2H 7DQ

United Kingdom

Email: procurement@visitbritain.org

Website: <https://www.anholt.co/>

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Anholt Nation Brands Index 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