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Contract

## **C1349 BTA2167 Audience & Product Research**

British Tourist Authority t/a VisitBritain/VisitEngland

F03: Contract award notice

Notice identifier: 2025/S 000-068917

Procurement identifier (OCID): ocds-h6vhtk-05d520

Published 28 October 2025, 12:06pm

### **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](mailto: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

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

C1349 BTA2167 Audience & Product Research

Reference number

C1349 BTA2167 Audience & Product Research

**II.1.2) Main CPV code**

- 79310000 - Market research services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Audience & Product Research

### **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: £173,765

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 79310000 - Market research services

### **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

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## **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

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## **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**

13 October 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 4

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

#### **V.2.3) Name and address of the contractor**

Kubi Kalloo

Studio 2c, Morelands, 5-23 Old St, London EC1V 9HL

London

EC1V 9HL

Email

[tenders@kubikaloo.com](mailto:tenders@kubikaloo.com)

Country

United Kingdom

NUTS code

- UKG31 - Birmingham

National registration number

8565276

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £173,765

Total value of the contract/lot: £173,765

#### **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

data hosted in the uk

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## **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](mailto: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](mailto:generaloffice@administrativecourtoffice.justice.gov.uk)

Country

United Kingdom

Internet address

[www.gov.uk/courts-tribunals](http://www.gov.uk/courts-tribunals)