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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

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

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

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

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

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

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