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Tender

## **BTA1277 — Marketing Production Services Framework**

British Tourist Authority t/a VisitBritain/VisitEngland

F02: Contract notice

Notice identifier: 2021/S 000-000160

Procurement identifier (OCID): ocds-h6vhtk-0037c9-integration

Published 15 January 2021, 4:46pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

British Tourist Authority t/a VisitBritain/VisitEngland

151 Buckingham Palace Road

London

SW1W 9SZ

#### **Contact**

Procurement

#### **Email**

[alejandra.arroyo@visitbritain.org](mailto:alejandra.arroyo@visitbritain.org)

#### **Telephone**

+44 2075781054

#### **Country**

United Kingdom

**NUTS code**

UKI - LONDON

**Internet address(es)**

Main address

[www.visitbritain.org](http://www.visitbritain.org)

Buyer's address

[www.visitbritain.org](http://www.visitbritain.org)

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Marketing-services./Z4V7TM47D4>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-esourcing.com/tenders/UK-title/Z4V7TM47D4>

Tenders or requests to participate must be submitted to the above-mentioned address

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Recreation, culture and religion

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## **Section II: Object**

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

#### **II.1.1) Title**

BTA1277 — Marketing Production Services Framework

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

VisitBritain/VisitEngland seeks to establish a multi-supplier framework of up to 190 creatives in 8 Lots, made up of photographers, videographers, directors, producers, drone operators, model agencies, art directors, stylists, hair and make-up, animators and illustrators whose portfolios and expertise match the professionalism, quality standards and artistic criteria detailed in the Invitation to Tender.

#### **II.1.5) Estimated total value**

Value excluding VAT: £2,360,000

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 8

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

Each Lot will be awarded separately. VisitBritain/VisitEngland expects to begin evaluation in early February and may be in a position to award some Lots in full before other lots. The earliest that some lots may be awarded by would be mid-March 2021.ly.

### **II.2) Description**

**II.2.1) Title**

Image and Video Researchers

Lot No

1

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

- 79342000 - Marketing services

**II.2.3) Place of performance**

NUTS codes

- UKI - LONDON

Main site or place of performance

London.

**II.2.4) Description of the procurement**

This procurement process is being conducted in accordance with the Open Procedure. However, tenderers need to meet the minimum requirements (Selection Criteria) for each of their selected lot(s) before the British Tourist Authority (BTA) will fully score and evaluate their Tender Response(s). Responses to this open competition with Standard Selection Questionnaire will be evaluated in 3 stages: selection questionnaire; technical submission and financial/commercial submission. Tender responses will be evaluated following the most economically advantageous tender (MEAT) method, based on the information provided in the tender response in answer to the lot(s)' evaluation criteria. Please note that important background information is provided in the Tender documentation accessible via this notice and the BTA's eSourcing Platform Delta. Tenderers that are interested in any of the Lots in this opportunity are advised to review the full tender documentation accessible at: <https://www.delta-esourcing.com/respond/Z4V7TM47D4Lot> 1 – Image and Video Researchers Direct Link: <https://www.delta-esourcing.com/respond/BXDQF3D3D6VisitBritain/VisitEngland> seeks to award up to a maximum of 10 suppliers under this Lot. The suppliers will have the relevant skills and experience to review a brief and research locations, venues, places and contacts (to include photographers and videographers with existing assets via own platforms, represented via agencies or social media) in order to source relevant existing assets to fit the brief. Suppliers will be required to log assets searched and those received, and present them to the VisitBritain/VisitEngland for review. They will have the ability to manage timeframes and liaise directly with locations, venues and other suppliers in order to submit a suitable volume of assets for review and selection by the project lead(s) and

brand team. They will be required to work with VisitBritain/VisitEngland and suppliers assuring they have secured permissions, clearances and licenses. If required, on a retrospective basis. Image and video researchers must be able to demonstrate that they have secure, GDPR compliant and efficient processes for the management of assets working with VisitBritain/VisitEngland's legal documentation throughout the project as required.

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

48

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **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

#### **II.2.14) Additional information**

To respond to this Lot please follow: <https://www.delta-sourcing.com/respond/BXDQF3D3D6> This procurement process is being conducted in accordance with the open procedure. Tenderers need to meet the minimum requirements as stated in the Selection Questionnaire for each lot.

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

31 January 2021

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 2 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

31 January 2021

Local time

12:00pm

Place

Via Delta

Information about authorised persons and opening procedure

BTA Procurement Staff only.

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement. For more information about this opportunity, please visit the Delta eSourcing portal at: <https://www.delta-esourcing.com/tenders/UK-UK-London:-Marketing-services./Z4V7TM47D4To> respond to this opportunity, please click here: <https://www.delta-esourcing.com/respond/Z4V7TM47D4GO> Reference: GO-20201229-PRO-17576922

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Visit Britain

22 Buckingham Palace Road, Victoria

London

SW1W 2OL

Email

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

Telephone

+44 2075781234



Country

United Kingdom

Internet address

[www.visit.org](http://www.visit.org)

#### **VI.4.2) Body responsible for mediation procedures**

British Tourist Authority

15 Buckingham Palace Road

London

SW1W 9RZ

Email

[test@visitbritain.org](mailto:test@visitbritain.org)

Country

United Kingdom

Internet address

[www.britain.org](http://www.britain.org)

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

Precise information on deadline(s) for review procedures: The BTA will incorporate a minimum 10 calendar day standstill period at the point that information on the award of the contract is communicated to tenderers. If an appeal regarding the award of contract has not been successfully resolved, then the Public Contracts Regulations 2015 provide for aggrieved parties who have been harmed or are at risk of harm by breach of the rules to take action in the High Court. Any such action must be brought promptly (generally within 3 months).