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Tender

BTA1277 — Marketing Production Services Framework

British Tourist Authority t/a VisitBritain/VisitEngland

F02: Contract notice

Notice identifier: 2021/S 000-000164

Procurement identifier (OCID): ocids-h6vhtk-0037cd-integration

Published 15 January 2021, 6:20pm

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

Telephone

+44 2075781054

Country

United Kingdom

NUTS code

UKI - LONDON

Internet address(es)

Main address

www.visitbritain.org

Buyer's address

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

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:

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.

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

Yes

Description of renewals

The framework's term is anticipated to start from April 2021 and may be renewed year on year for a maximum of four (4) years subject to activity/funding approval.

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-esourcing.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.

II.2) Description

II.2.1) Title

Production Professionals

Lot No

2

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/Z4V7TM47D4Lot2> – Production Professionals Direct Link: <https://www.delta-esourcing.com/respond/RM3SPS39Q4VisitBritain/VisitEngland> seeks to award a maximum of 15 suppliers under this lot. Such as individual director, producer, art director, production agency (single or within a network) who has proven experience of managing small to large scale video or photography briefs that require a detailed level of planning in organizing all necessary permissions/permits, access and negotiations relevant to finding and securing locations, venues, models, cast or volunteers. The individual or team may be required at both the recce and shoot. Production may include

location finding, organizing travel, accommodation, casting sessions and any other hire or purchase needed. Manage clearances, model and property releases; and permit contracts and risk assessments where required. Suppliers may be required to secure music and voiceover licenses for the agreed purpose and duration of a video shoot.

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

Yes

Description of renewals

The framework's term is anticipated to start from April 2021 and will be renewed year on year for a maximum of four (4) years subject to activity/funding approval.

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

Additional information: to respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/RM3SPS39Q4> 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.

II.2) Description

II.2.1) Title

Photographers and Instagrammers

Lot No

3

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 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: important background information is provided in the tender documentation accessible via this notice and the BTA's eSourcing Platform Delta. Tenderers interested are advised to review the documentation at: <https://www.delta-esourcing.com/respond/Z4V7TM47D4Lot3>

3 – Photographers and

Instagrammers [https://www.delta-](https://www.delta-esourcing.com/respond/9APA4C35MEVisitBritain/VisitEngland)

[esourcing.com/respond/9APA4C35MEVisitBritain/VisitEngland](https://www.delta-esourcing.com/respond/9APA4C35MEVisitBritain/VisitEngland) seeks to award up to a maximum of 50 suppliers under this lot. This lot is divided in 12 sub-lots as follows: Lot 3a – Aerial Photography/Drone (CAA Licence) Lot 3b – Celebrity Lot 3c – Culture Specific/Diversity Lot 3d – Documentary/Interview Lot 3e – Fashion/Style Lot 3f – Festivals and Sporting Events Lot 3g – Food and Drink/Restaurants/Bars Lot 3h – Heritage Lot 3i – Landscape and Cityscape Lot 3j – Business Events Lot 3k – Networking Event Photography (Business Events, Corporate, Trade, PR) Lot 3l – People and

Lifestyle. Individual stills photographers who have an excellent portfolio, suitable equipment and skill to work on a brief working alone, or with a team (ie with a Videographer, Producer, Art Director, Stylist etc) on location to fulfill the required brief. Photographers may be asked to shoot at short notice and deliver assets while on location for review and work on assets following feedback from the client. Assets will be uploaded directly to the VisitBritain/VisitEngland Images library for selection purposes. Assistants may be required depending on technical, lighting or processing requirements. Some shoots may require the photographer to shoot tethered in order for the client and Art Director to review shots in real time. Public Liability insurance, for drone operators or as applicable, may be required for up to GBP 5 million. In particular, we will be looking for suppliers who specialize in the following areas: • aerial photography/drone (CAA licence), • celebrity, • culture specific/diversity, • documentary/interview, • fashion/style, • festivals and sporting events, • food and drink/restaurants/bars, • heritage, • landscape and cityscape, • business events, • networking event photography (business events/corporate/trade/PR), • people and lifestyle. Deliverables may also include, but are not limited to, cinemagraphs, gifs, boomerangs, stop motion graphics, time-lapse, 360, AR/VR, drone and aerial. Influencers may apply for photographic or video commissions. Event Photography: VisitBritain/VisitEngland requires specialist event photography that could include but is not limited to: • VisitBritain/VisitEngland events, receptions and launches. Requirements include agreeing event brief with organisers, capturing key moments as per the brief, including branding (VisitBritain/VisitEngland and sponsors), key speakers/dignitaries, and participants engaging, networking, doing business and presenting. Imagery needs to be quickly accessed onsite at the event, for journalist and social media requirements. • VisitBritain/VisitEngland may also require specialist event photographers for staged events shoots, for the Business Events campaign.

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

Yes

Description of renewals

The framework's term is anticipated to start from April 2021 and may be renewed year on

year for a maximum of four (4) years subject to activity/funding approval.

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

Additional information: to respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/Z4V7TM47D4Direct> Link: <https://www.delta-esourcing.com/respond/9APA4C35ME> 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.

II.2) Description

II.2.1) Title

Videographers

Lot No

4

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 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> 4 – VideographersDirect Link: <https://www.delta-esourcing.com/respond/6U2C347J4XVisitBritain/VisitEngland> seeks to award up to a maximum of 50 suppliers under this Lot. This Lot is divided in 12 Sub-Lots as follows: Lot 4a – Aerial Photography/Drone (CAA Licenced); Lot 4b – Celebrity; Lot 4c – Culture Specific/Diversity; Lot 4d – Documentary/Interview; Lot 4e – Fashion/Style; Lot 4f – Festivals and Sporting Events; Lot 4g – Food and Drink/Restaurants/Bars; Lot 4h – Heritage; Lot 4i – Landscape and Cityscape; Lot 4j – Business Events; Lot 4k – Networking Event Photography (Business Events, Corporate, Trade, PR); Lot 4l – People and Lifestyle. Individual Directors, film-makers or production companies with the capacity to manage shoots of varying scales including but not limited to high end TV or online advertising. Shoots may also include interviews, inspirational location shots, short edited clips or finished edits for Broadcast or TVC. Will be required to secure music and voice over licenses for the agreed purpose and duration of the project. Public Liability insurance required up to GBP 5 million. Video suppliers may be asked to work alongside photographers, producers, art directors, stylists, etc). In particular, we will be looking for suppliers who specialize in the following areas: • aerial photography/drone (CAA licenced), • celebrity, • culture specific/diversity, • documentary/interview, • fashion/style, • festivals and sporting events, • food and drink/restaurants/bars, • heritage, • landscape and cityscape, • business events, • networking event photography (business events/corporate/trade/PR), • people and lifestyle. Deliverables may also include, but are not limited to, cinemagraphs, gifs, boomerangs, stop motion graphics, time-lapse, 360, AR/VR, drone and aerial. Event Videography: VisitBritain/VisitEngland requires specialist event photography that could include but is not limited to: • VisitBritain/VisitEngland events, receptions and launches. • VisitBritain/VisitEngland may also require specialist event videographers for staged events shoots, for the Business Events campaign.

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

Yes

Description of renewals

The framework's term is anticipated to start from April 2021 and may be renewed year on year for a maximum of four (4) years subject to activity/funding approval.

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 opportunity please click here: <https://www.delta-sourcing.com/respond/6U2C347J4X> 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.

II.2) Description

II.2.1) Title

Post-production

Lot No

5

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> 5 – Post-production Direct Link: <https://www.delta-esourcing.com/respond/567S692P94VisitBritain/VisitEngland> seeks to award up to a maximum of 10 suppliers under this lot. VisitBritain/VisitEngland may require specialist post production on stills and video edits or additional manipulation or retouching on marketing assets. This may also include, but is not limited to, digital retouching, scanning, editing and CGI.

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

Yes

Description of renewals

The framework's term is anticipated to start from April 2021 and may be renewed year on year for a maximum of four (4) years subject to activity/funding approval.

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

Additional information: to respond to this opportunity please click here: <https://www.delta-sourcing.com/respond/567S692P94> 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.

II.2) Description

II.2.1) Title

Model, Casting Agencies, Hair and Make-up, Stylists, Event Support

Lot No

6

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> 6 – Model, Casting Agencies, Hair and Make-up, Stylists, Event Support. Direct Link: <https://www.delta-esourcing.com/respond/896CJZ326SVisitBritain/VisitEngland> seeks to award up to a maximum of 25 suppliers under this Lot. This Lot is divided in 3 Sub-Lots as follows: Lot 6a – Model Agencies; Lot 6b – Hair and Make-up; Lot 6c – Stylists; Lot 6d – Event Support. VisitBritain/VisitEngland will work with preferred agencies who will agree to allow for assets featuring models and cast to be used in line with the roster agreements and be distributed for editorial and commercial uses via VisitBritain/VisitEngland's image library, in perpetuity. Models and cast must complete and sign VisitBritain/VisitEngland release forms. Model and Casting agencies may also source models and actors from third party casting agencies/sites but in line with VisitBritain/VisitEngland's terms. In particular, VisitBritain/VisitEngland would be interested in agencies who also represent Hair and Makeup and Stylists. At times, the level of production requires a dedicated stylist to work on wardrobe or location setting sometimes working with an Art Director. The Stylist should have a creative flair for fashion and trends across segments and also cultural styles and codes of dress as well as knowledge of British brands. We would like to see examples of styling on previous shoots and current understanding of cultural styles/dress codes in advertising. On site event operational staff: VisitBritain/VisitEngland may require additional onsite event specialists from time to time, including but not limited to, show callers and stage managers to assist the delivery of the event. To work closely with the central events team on the running order and schedule.

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

Yes

Description of renewals

The framework's term is anticipated to start from April 2021 and may be renewed year on year for a maximum of four (4) years subject to activity/funding approval.

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

Additional information: to respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/896CJZ326S> 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.

II.2) Description

II.2.1) Title

Illustration, Animation and Event Graphics

Lot No

7

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> 7 – Illustration, Animation and Event Graphics. Direct Link: <https://www.delta-esourcing.com/respond/K8K969584DVisitBritain/VisitEngland> seeks to award up to a maximum of 15 suppliers under this lot. This lot is divided in 3 Sub-Lots as follows: Lot 7a – Illustration; Lot 7b – Animation; Lot 7c – Event Graphics. VisitBritain/VisitEngland may require specialist creatives who can support creation of short animations i.e. infomercials for B2B promotions or illustrations such as maps showcasing locations and icons in Britain. VisitBritain/VisitEngland may also require graphics, illustrations and presentations created for events. Artists will sign over full commercial and editorial rights to VisitBritain for artworks created for VisitBritain/VisitEngland. Event GFX and Production: VisitBritain/VisitEngland may require creative content through graphics for events. Great graphics for events will engage, captivate and motivate an audience. Graphics such as clocks for timed meetings, opening stings, presentations, images on

rotation etc These professionals can create and also run the GFX on site at an event.

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

Yes

Description of renewals

The framework's term is anticipated to start from April 2021 and may be renewed year on year for a maximum of four (4) years subject to activity/funding approval.

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

Additional information: to respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/K8K969584D> 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.

II.2) Description

II.2.1) Title

Editorial Content Creators

Lot No

8

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> 8 – Editorial Content Creators Direct Link: <https://www.delta-esourcing.com/respond/58EV457PRCVisitBritain/VisitEngland> seeks to award up to a maximum of 15 suppliers under this lot. VisitBritain/VisitEngland may require writers and editors to help with the curation and creation of editorial content for online, print and campaign purposes, on a project-by-project basis. Suppliers are required to provide examples of inspiring, results-driven content they have created across a range of mediums, perform a writing test and demonstrate their experience working with SEO, data and social media, in addition to working with a variety of CMSs. In particular, VisitBritain/VisitEngland are interested in writers and editors with strong experience of writing short and long form copy (for B2C, B2B, PR and Business Events) for a variety of different markets and audiences, about destinations and experiences throughout the UK.

These should include content on themes such as culture, the outdoors, history and heritage, food and drink and entertainment. They should also be able to demonstrate solid experience of writing about and helping promote venues and suppliers throughout the UK, for corporates, associations and incentive travel from a Business Events perspective.

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

Yes

Description of renewals

The framework's term is anticipated to start from April 2021 and may be renewed year on year for a maximum of four (4) years subject to activity/funding approval.

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

Additional information: to respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/58EV457PRC> 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.

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.

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

VisitBritain/VisitEngland

11 Buckingham Palace Road, Victoria

London

SW1W 9ST

Email

procurement@visitbritain.org

Telephone

+44 2075781234

Country

United Kingdom

Internet address

www.britain.org

VI.4.2) Body responsible for mediation procedures

VisitBritain/VisitEngland

11 Buckingham Palace Road, Victoria

London

SW1W 9ST

Email

procurement@visitbritain.org

Telephone

+44 2075781234

Country

United Kingdom

Internet address

www.britain.org

