

United Kingdom-London: Statistical services
OJ S 1/2018 03/01/2018
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: British Tourist Authority
Postal address: 1 Victoria Street, Victoria
Town: London
NUTS code: UKI London
Postal code: SW1H 0ET
Country: United Kingdom
E-mail: procurement@visitbritain.org
Telephone: +44 2075781266
Internet address(es):
Main address: <https://www.visitbritain.com>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.delta-esourcing.com/tenders/UK-UK-London:-Statistical-services./6D2R84YY5E>
Additional information can be obtained from the abovementioned address
Tenders or requests to participate must be submitted electronically via: <http://www.delta-esourcing.com/tenders/UK-UK-London:-Statistical-services./6D2R84YY5E>
Tenders or requests to participate must be submitted to the abovementioned 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

BTA890 Media Monitoring and Evaluation
Reference number: BTA890

II.1.2. Main CPV code

79330000 Statistical services

II.1.3. Type of contract

Services

II.1.4. Short description

Media Monitoring, Media Evaluation and Social Media influencer Evaluation 2018-2021 – Global with focus on (UK, USA, Australia & New Zealand, Belgium, Brazil, Canada, China, Denmark, France, India, GCC (Dubai, Kuwait, Qatar, KSA) Germany, Switzerland, Austria, India, Italy, Japan, Netherlands, Norway, Russia, Spain, Sweden).

II.1.5. Estimated total value

Value excluding VAT: 390 000,00 GBP

II.1.6. Information about lots

This contract is divided into lots: yes
Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

BTA890 Global Media Monitoring — Online, Print and Broadcast
Lot No: 1

II.2.2. Additional CPV code(s)

79330000 Statistical services

II.2.3. Place of performance

NUTS code: UKI London
Main site or place of performance: London.

II.2.4. Description of the procurement

Monthly monitoring of The Great Markets (GCC, China, USA, UK, Germany, France, Australia and India and monthly monitoring of the core markets New Zealand, Belgium, Brazil, Canada, Denmark, Switzerland, Italy, Japan, Netherlands, Norway, Russia, Spain, Sweden and Austria.

II.2.5. Award criteria

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

II.2.6. Estimated value

Value excluding VAT: 90 000,00 GBP

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

Duration in months: 36
This contract is subject to renewal: no

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 3
Objective criteria for choosing the limited number of candidates:
3 highest scoring bidders based on their answers of the capability requirements.

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

Delta eSourcing access code for Lot 1 — 6D2R84YY5E.

II.2. Description

II.2.1. Title

BTA890 Global Media Evaluation/Analysis — Online, Print and Broadcast
Lot No: 2

II.2.2. Additional CPV code(s)

79330000 Statistical services

II.2.3. Place of performance

NUTS code: UKI London
Main site or place of performance: London.

II.2.4. Description of the procurement

Global Media Evaluation/Analysis — Online, Print and Broadcast.
Analysis of approximately 10,000 pieces of generated coverage in print, broadcast, online and blog/vlog format generated across 25 markets in 16 languages. One or two markets may be added or changed from time to time.

II.2.5. Award criteria

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

II.2.6. Estimated value

Value excluding VAT: 180 000,00 GBP

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

Duration in months: 36
This contract is subject to renewal: no

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 3
Objective criteria for choosing the limited number of candidates:
3 highest scoring bidders based on their answers of the capability requirements.

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

Delta eSourcing Access code for Lot 2 — P8673N647W.

II.2. Description

II.2.1. Title

BTA890 Media and Influencer Database
Lot No: 3

II.2.2. Additional CPV code(s)

79330000 Statistical services

II.2.3. Place of performance

NUTS code: UKI London
Main site or place of performance: LONDON.

II.2.4. Description of the procurement

Media and Influencer database.
VisitBritain/VisitEngland additionally require the services of an online media contacts database.

II.2.5. Award criteria

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

II.2.6. Estimated value

Value excluding VAT: 60 000,00 GBP

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

Duration in months: 36
This contract is subject to renewal: no

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 3
Objective criteria for choosing the limited number of candidates:
3 highest scoring bidders based on their answers of the capability requirements.

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

Delta eSourcing Access code for Lot 3 — P5UYB52CXF.

II.2. Description

II.2.1. Title

BTA890 Influencer Analytics and social listening platform
Lot No: 4

II.2.2. Additional CPV code(s)

79330000 Statistical services

II.2.3. Place of performance

NUTS code: UKI London

Main site or place of performance: London.

II.2.4. Description of the procurement

VisitBritain/VisitEngland require the services of a social listening and influencer monitoring and tracking platform.

A large portion of our PR & marketing work is now carried out with social influencers, so we need a consistent way to monitor, track and report on that activity both as individual campaigns, on a market basis and as a global overview.

The objectives for most campaigns are usually around reach or content creation so metrics would need to reflect this as well as aligning as well as possible to our corporate/marketing objectives.

II.2.5. Award criteria

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

II.2.6. Estimated value

Value excluding VAT: 60 000,00 GBP

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

Duration in months: 36

This contract is subject to renewal: no

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 3
Objective criteria for choosing the limited number of candidates:

3 highest scoring bidders based on their answers of the capability requirements.

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

Delta eSourcing Access code for Lot 4 — S6A7X84624.

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted procedure Accelerated procedure Justification:
There is an unexpected urgent requirement for the service.

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

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: 13/01/2018 Local time: 13:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

Date: 15/01/2018

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: 3 (from the date stated for receipt of tender)

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 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.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=294822112>

GO Reference: GO-20171229-PRO-11648435.

VI.4. Procedures for review

VI.4.1. Review body

Official name: The British Tourist Authority
Town: London
Country: United Kingdom

VI.5. Date of dispatch of this notice

29/12/2017