

**United Kingdom-London: Market research services**  
**OJ S 173/2015 08/09/2015**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: VisitBritain

Postal address: Sanctuary Buildings, 20 Great Smith Street

Town: London

Postal code: SW1P 3BT

Country: United Kingdom

E-mail: [procurement@visitbritain.org](mailto:procurement@visitbritain.org)

Telephone: +44 2075781112

**Internet address(es):**

General address of the contracting authority: [www.visitbritain.com](http://www.visitbritain.com)

**I.2. Type of the contracting authority**

Body governed by public law

**I.3. Main activity**

Recreation, culture and religion

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title**

Volume and Value of Day Visits.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 10: Market research and public opinion polling services

NUTS code UKI London

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**

**II.1.4. Short description of the contract or purchase(s)**

Market research services. Market survey, Tourism.

**II.1.5. CPV code(s)**

79310000 Market research services

**II.1.6. Information about the Government Procurement Agreement (GPA)**

**II.2. Total value of the contract/lot**

**II.2.1. Total value of the contract/lot**

## Section IV: Procedure

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### IV.1. Type of procedure

#### IV.1.1. Type of procedure

Open

### IV.2. Award criteria

#### IV.2.1. Award criteria

#### IV.2.2. Information about electronic auction

### IV.3. Administrative information

#### IV.3.1. File reference number attributed by the contracting authority

#### IV.3.2. Previous publication concerning this procedure

## Section V: Award of contract

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Contract No: 644-157

### V.1. Date of conclusion of the contract

2.9.2015

### V.2. Information about tenders

Number of tenders received: 2

Number of tenders received by electronic means: 2

### V.3. Name and address of the contractor

Official name: TNS

Postal address: 19 Atholl Crescent

Town: Edinburgh

Postal code: EH3 8HQ

Country: United Kingdom

E-mail: [jim.ecclestone@tnsglobal.com](mailto:jim.ecclestone@tnsglobal.com)

### V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 700 000 GBP

excluding VAT

Total value of the procurement:

Value: 700 000 GBP

excluding VAT

### V.5. Information about subcontracting

## Section VI: Complementary information

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### VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:

no

**VI.2. Additional information**

To view this notice, please click here: <https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=159150701>

GO Reference: GO-201593-PRO-7018000.

**VI.3. Procedures for review****VI.3.1. Review body**

Official name: Visit Britain

Postal address: 20 Great Smith Street

Town: London

Postal code: SW1P 3BT

Country: United Kingdom

**VI.3.2. Review procedure****VI.3.3. Service from which information about the review procedure may be obtained****VI.4. Date of dispatch of this notice**

3.9.2015