

United Kingdom-London: Advertising and marketing services

OJ S 129/2020 07/07/2020

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: British Tourist Authority

National registration number: United Kingdom

Postal address: 151 Buckingham Palace Road

Town: London

NUTS code: UKI London

Postal code: SW1W 9SZ

Country: United Kingdom

Contact person: Darsej Gjakiu

E-mail: darsej.gjakiu@visitbritain.org

Telephone: +44 2075781072

Internet address(es):

Main address: <http://www.visitbritain.org>

Address of the buyer profile: <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:-Advertising-and-marketing-services./3HM63KUEWK>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.delta-esourcing.com/tenders/UK-title/3HM63KUEWK>

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

BTA1297 — SEO (Search Engine Optimization)

Reference number: BTA1297

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Tender for the provision of undertaking search engine optimization and marketing for VisitBritain and VisitEngland websites.

II.1.5. Estimated total value

Value excluding VAT: 500 000,00 GBP

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: UKI London

Main site or place of performance: London.

II.2.4. Description of the procurement

The purpose of this tender is to appoint a supplier that is able to undertake search engine optimisation and marketing for VisitBritain and VisitEngland websites, with the objectives of increasing VisitBritain/VisitEngland visibility and organic and paid traffic across search engines. This tender is run under an Open OJEU procedure and interested suppliers must complete the selection questionnaire and meet the minimum specified requirements as stated in the procurement documents.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Quality / Weighting: 70 %

Cost criterion - Name: Price / Weighting: 30 %

II.2.6. Estimated value

Value excluding VAT: 500 000,00 GBP

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:

This contract will initially be for the duration of 1 year, with the option to extend for three further periods of 12 months each.

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

This procurement process is being conducted in accordance with the open procedure.

Suppliers need to meet the requirements as stated in the procurement documents. If you do

not meet one or more of the minimum requirements for each selection criteria you will be excluded from this procurement process. If you pass all selection criteria your ITT Response will be fully scored and evaluated.

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

A selection questionnaire (SQ) must be completed and returned (via 'Delta-esourcing.com' portal) as part of the request to participate process. Any candidate found to be guilty of serious misrepresentation in providing false or inaccurate information may be declared ineligible and not selected to continue with the process.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

A selection questionnaire (SQ) must be completed and returned (via 'Delta-esourcing.com' portal) as part of the request to participate process. Any candidate found to be guilty of serious misrepresentation in providing false or inaccurate information may be declared ineligible and not selected to continue with the process.

Minimum level(s) of standards possibly required:

Minimum level(s) of standards possibly required: As stated in the SQ.

Minimum insurance levels: GBP 5 million PL and EL.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

A selection questionnaire (SQ) must be completed and returned (via 'Delta-esourcing.com' portal) as part of the request to participate process. Any candidate found to be guilty of serious misrepresentation in providing false or inaccurate information may be declared ineligible and not selected to continue with the process.

Minimum level(s) of standards possibly required:

Minimum level(s) of standards possibly required: As stated in the SQ.

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

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: 06/08/2020 Local time: 12:00

IV.2.3.

Estimated date of dispatch of invitations to tender or to participate to selected candidates

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

English

IV.2.7. Conditions for opening of tenders

Date: 06/08/2020 Local time: 12:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

June 2024

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:-Advertising-and-marketing-services./3HM63KUEWK>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/3HM63KUEWK>

GO Reference: GO-202072-PRO-16790506

VI.4. Procedures for review

VI.4.1. Review body

Official name: British Tourist Authority

Postal address: 151 Buckingham Palace Road

Town: London

Postal code: SW1W 9SZ

Country: United Kingdom

E-mail: darsej.gjakiu@visitbritain.org

Internet address: <http://www.visitbritain.org>

VI.4.3. Review procedure

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).

VI.5. Date of dispatch of this notice

02/07/2020