

**United Kingdom-London: Advertising and marketing services**  
**OJ S 220/2020 11/11/2020**  
**Contract award 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](mailto: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.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 Optimisation)  
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 optimisation and marketing for VisitBritain and VisitEngland websites.

**II.1.6. Information about lots**

This contract is divided into lots: no

### **II.1.7. Total value of the procurement**

Value excluding VAT: 500 000,00 GBP

## **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**

Quality criterion - Name: Quality / Weighting: 70 %

Cost criterion - Name: Price / Weighting: 30 %

### **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 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.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2020/S 129-318054](#)

#### **IV.2.8. Information about termination of dynamic purchasing system**

#### **IV.2.9.**

## **Information about termination of call for competition in the form of a prior information notice**

The contracting authority will not award any further contracts based on the above prior information notice

### **Section V: Award of contract**

---

**Contract No:** BTA1297 - SEO

**Title:**

BTA1297 — SEO

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

05/11/2020

##### **V.2.2. Information about tenders**

Number of tenders received: 22

The contract has been awarded to a group of economic operators: no

##### **V.2.3. Name and address of the contractor**

Official name: 8 Million Stories

National registration number: SC430348

Postal address: 15 Queen Street

Town: Edinburgh

NUTS code: UKM75 Edinburgh, City of

Postal code: EH2 1JE

Country: United Kingdom

The contractor is an SME: yes

##### **V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 500 000,00 GBP

Total value of the contract/lot: 500 000,00 GBP

##### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

---

#### **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=541396816>

Go reference: GO-2020116-PRO-17337107

#### **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](mailto: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**

06/11/2020