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Tender

## **Museums and Galleries Market Insights Framework**

The Trustees of The British Museum

F02: Contract notice

Notice identifier: 2023/S 000-000607

Procurement identifier (OCID): ocids-h6vhtk-039614

Published 9 January 2023, 7:05pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

The Trustees of The British Museum

Great Russell Street

London

WC1B 3DG

#### **Email**

[procurement@britishmuseum.org](mailto:procurement@britishmuseum.org)

#### **Telephone**

+44 2073238000

#### **Country**

United Kingdom

#### **Region code**

UKI - London

### **Internet address(es)**

Main address

<http://www.britishmuseum.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:-Market-research-services./NZ92N3ZSX6>

Additional information can be obtained from the above-mentioned address

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

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Museums and Galleries Market Insights Framework

Reference number

BM.22.073

#### **II.1.2) Main CPV code**

- 79310000 - Market research services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The British Museum is leading a collaborative procurement exercise for the provision of market research services on behalf of a number of publicly funded London based museums and galleries. The work will comprise quantitative research of visitors to each of these organisations and their regional sites, followed by the production and supply of data, analysis and reporting so that data history is consistent, and longer-term trends can be analysed. Data collection will be mainly from face to face interviews with visitors to the participating sites, some sites may choose to use online data collection. From the access to this breadth and depth of sector data, the successful agency would be expected to provide further insight and interpretation. Interested parties will need to demonstrate a track record in providing insightful analysis and reports based on solid understanding of consumer brands including but not limited to cultural/visitor attractions in the heritage sector

**II.1.5) Estimated total value**

Value excluding VAT: £1,500,000

**II.1.6) Information about lots**

This contract is divided into lots: No

**II.2) Description****II.2.3) Place of performance**

NUTS codes

- UKI - London

Main site or place of performance

LONDON

**II.2.4) Description of the procurement**

It is the intention of The British Museum to procure on behalf of a consortium including itself and a group of partner museums and galleries a four-year framework agreement with a single supplier that will be expected to provide market research services covering quantitative audience profiling (demographics, attitudes and behaviours), reporting and

benchmarking for the consortium. This will cover regular year-long visitor surveys. Members of the consortium include:

The British Museum

Tate Gallery (including Tate Liverpool and St. Ives)

Victoria and Albert Museum (including Young V&A, V&A Storehouse, and V&A East from 25/26)

Natural History Museum (including the Natural History Museum at Tring)

National Gallery

National Portrait Gallery

Imperial War Museums (including IWM North)

Museum of London (main site from 26/27, including MoL Docklands)

National Army Museum

The Horniman Museum and Gardens

Wellcome Collection

The Wallace Collection

The Science Museum

Museum of the Home

Consortium members require a robust representative overview of the profile, motivations, behaviours and visit outcomes of the visitors to their sites across the financial year.

Representative data should be collected via a core method of face-to-face exit surveys conducted throughout the year at each site with the option for some sites to offer online methods if they are able and wish to. All data collection is to be conducted in accordance with best practice principles for market research activities.

Members require that data is collected and reported monthly, quarterly and annually, following the standard financial year. The expectation of the members is that they will have access to the collected weighted and cleaned data at the level of respondent and group, as well as regular delivery of summarised excel spreadsheets at the end of each month, quarter and financial year - both by site and relevant benchmarking tables. Beyond

the provision of data as outline above, members will require varying levels of written quarterly and annual reporting and in person presentation of findings.

#### **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: £1,500,000

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

Duration in months

48

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: 5

#### **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-esourcing.com/respond/NZ92N3ZSX6>

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## **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

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted 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 a single operator

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

8 February 2023

Local time

5:00pm

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

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 48 months

### **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**

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Market-research-services./NZ92N3ZSX6>

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GO Reference: GO-202319-PRO-21885381

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

The British Museum

Great Russell Street

London

WC1B 3DG

Country

United Kingdom



**VI.4.2) Body responsible for mediation procedures**

Chartered Institute of Arbitrators

12 Bloomsbury Square

London

WC1A 2LP

Country

United Kingdom