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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): ocds-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

Telephone

+44 2073238000

Country

United Kingdom

Region code

UKI - London

Internet address(es)

Main address

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

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>

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

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)

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