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Tender

## **Development and Design Services: Website, collections online, ticket purchase path & Customer Relationship Management (CRM)**

Museum of London

F02: Contract notice

Notice identifier: 2023/S 000-001632

Procurement identifier (OCID): ocds-h6vhtk-0398bb

Published 19 January 2023, 10:05am

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

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

Museum of London

150 London Wall

London

EC2Y 5HN

#### **Email**

[procurement@museumoflondon.org.uk](mailto:procurement@museumoflondon.org.uk)

#### **Telephone**

+44 0278145676

#### **Country**

United Kingdom

## **Region code**

UKI31 - Camden and City of London

## **Internet address(es)**

Main address

[www.museumoflondon.org.uk](http://www.museumoflondon.org.uk)

## **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:-IT-services:-consulting%2C-software-development%2C-Internet-and-support./P6PJCF8Y4Y>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Business-intelligence-software-development-services./P6PJCF8Y4Y>

Tenders or requests to participate must be submitted to the above-mentioned address

## **I.4) Type of the contracting authority**

Other type

Museum

## **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**

Development and Design Services: Website, collections online, ticket purchase path & Customer Relationship Management (CRM)

Reference number

MOLDT0001

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

- 72000000 - IT services: consulting, software development, Internet and support

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

As part of the Museum of London's Digital Transformation Strategy, the Museum is looking to procure service providers to work with us in delivering a new website with collections online, ticket purchase path and CRM. We have identified five key workstreams as priorities as part of this strategy and as such are looking for potential supplier(s) to deliver these services, either wholly or in parts.

#### **II.1.5) Estimated total value**

Value excluding VAT: £800,000

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 5

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

All Lots - The contracting authority will consider the benefit of combining either some or all

lots should the results of this procurement process indicate this may offer best value.

## **II.2) Description**

### **II.2.1) Title**

Website: UX and Visual Design

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 72413000 - World wide web (www) site design services

### **II.2.3) Place of performance**

NUTS codes

- UKI - London

Main site or place of performance

LONDON

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

Provision of services to provide UX and Visual Design for the Museum of London website.

### **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: £50,000

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

Duration in months

15

This contract is subject to renewal

No

**II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 4

Objective criteria for choosing the limited number of candidates:

As stated in the Procurement Documents

**II.2.10) Information about variants**

Variants will be accepted: No

**II.2.11) Information about options**

Options: Yes

Description of options

The Contracting Authority reserves the right to consider the following options;

a. vary any final contract to combine services provided by this lot with any other lot should it prove technically and economically advantageous to do so

**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-sourcing.com/respond/P6PJCF8Y4Y>

**II.2) Description**

**II.2.1) Title**

Website: Back-end Technical Development and Front-end Design of Website Content

Management System

Lot No

2

**II.2.2) Additional CPV code(s)**

- 72000000 - IT services: consulting, software development, Internet and support

**II.2.3) Place of performance**

NUTS codes

- UKI - London

Main site or place of performance

LONDON

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

This procurement is for a prospective supplier to provide full service in the technical development (Back-end) and design (Front-end) of the Museum of London's Website Content Management System.

**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: £500,000

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

Duration in months

39

This contract is subject to renewal

No

**II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 4

Objective criteria for choosing the limited number of candidates:

As Stated in the Procurement Documents

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: Yes

Description of options

The Contracting Authority reserves the right to consider the following options;

- a. confirm an ongoing maintenance contract with the successful service provider for a min period of 12 months
- b. extend any ongoing maintenance contract/service level agreement for two further 12 month periods
- c. vary any final contract to combine services provided by this lot with any other lot should it prove technically and economically advantageous to do so

### **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) Description**

### **II.2.1) Title**

Ticket Purchase Path: UX and Visual Design of Ticket Purchase Path System

Lot No

3

### **II.2.2) Additional CPV code(s)**

- 72413000 - World wide web (www) site design services

### **II.2.3) Place of performance**

NUTS codes

- UKI - London

Main site or place of performance

LONDON

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

This procurement is for services to provide visual design of Museum of London's ticket purchase path system.

### **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: £20,000

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

Duration in months

15

This contract is subject to renewal

No

### **II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 4

Objective criteria for choosing the limited number of candidates:

As stated in the Procurement Documents

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: Yes

Description of options

The Contracting Authority reserves the right to consider the following options;

a. vary any final contract to combine services provided by this lot with any other lot should it prove technically and economically advantageous to do so

### **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) Description**

### **II.2.1) Title**

Ticket Purchase Path: Back-end technical development and front-end design services

Lot No

4

### **II.2.2) Additional CPV code(s)**

- 72413000 - World wide web (www) site design services

### **II.2.3) Place of performance**

NUTS codes

- UKI - London

Main site or place of performance

LONDON

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

This procurement is for the delivery of design (Front-end) and technical (Back-end) development of the Museum's ticket purchase path system

#### **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: £100,000

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

Duration in months

39

This contract is subject to renewal

No

#### **II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 4

Objective criteria for choosing the limited number of candidates:

As stated in the Procurement Documents.

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: Yes

Description of options

The Contracting Authority reserves the right to consider the following options;

- a. confirm an ongoing maintenance contract with the successful service provider for a min period of 12 months
- b. extend any ongoing maintenance contract/service level agreement for two further 12 month periods
- c. vary any final contract to combine services provided by this lot with any other lot should it prove technically and economically advantageous to do so

### **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) Description**

### **II.2.1) Title**

Customer Relationship Management Configuration

Lot No

5

### **II.2.2) Additional CPV code(s)**

- 48445000 - Customer Relation Management software package

### **II.2.3) Place of performance**

NUTS codes

- UKI - London

Main site or place of performance

LONDON

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

This procurement is for services to provide integration and configuration of the Museum's Customer Relationship Management System with the Museum's website and ticket purchase path.

**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: £100,000

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

Duration in months

39

This contract is subject to renewal

No

**II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 4

Objective criteria for choosing the limited number of candidates:

As Stated in the Procurement Documents

**II.2.10) Information about variants**

Variants will be accepted: No

**II.2.11) Information about options**

Options: Yes

Description of options

The Contracting Authority reserves the right to consider the following options;

- a. confirm an ongoing maintenance contract with the successful service provider for a min period of 12 months
- b. extend any ongoing maintenance contract/service level agreement for two further 12 month periods
- c. vary any final contract to combine services provided by this lot with any other lot should it prove technically and economically advantageous to do so

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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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

## **Section IV. Procedure**

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

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

Restricted procedure

#### **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

18 February 2023

Local time

9:00am

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

27 February 2023

#### **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: 12 (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: No

### **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:-IT-services:-consulting%2C-software-development%2C-Internet-and-support./P6PJCF8Y4Y>

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GO Reference: GO-2023119-PRO-21944186

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

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

Museum of London

150 London Wall

London

EC27 5HN

Country

United Kingdom