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Tender

RBGKEW1378 - Market Research Framework

Royal Botanic Gardens, Kew

F02: Contract notice

Notice identifier: 2025/S 000-002120

Procurement identifier (OCID): ocids-h6vhtk-04d53f

Published 22 January 2025, 10:05am

Section I: Contracting authority

I.1) Name and addresses

Royal Botanic Gardens, Kew

Royal Botanic Gardens, Kew, The Herbarium, Kew Green

Richmond

TW9 3AE

Contact

Sarah Jandu

Email

procurement@kew.org

Telephone

+44 2083325000

Country

United Kingdom

Region code

UKI - London

Internet address(es)

Main address

www.kew.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-Richmond:-Market-research-services./8C6SG47N63>

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-title/8C6SG47N63>

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

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

Environment

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

RBGKEW1378 - Market Research Framework

Reference number

RBGKEW1378

II.1.2) Main CPV code

- 79310000 - Market research services

II.1.3) Type of contract

Services

II.1.4) Short description

The purpose of the Market Research Framework is to build beneficial longer-term relationships with a set of high quality, agile, cost-effective suppliers who will understand the RBG Kew brand in depth.

The purpose of this Specification is to update our framework agreement (roster) of suitably skilled and qualified research suppliers to deliver a range of market research projects across various audience groups, including but not limited to members, paying visitors, donors/patrons, digital visitors, prospective visitors/customers and broader audiences. Market research supports RBG Kew's marketing and communications, membership activities, public programmes, digital and visitor experience, fundraising/development and commercial activity.

We are looking for suppliers with experience in areas such as customer experience research, brand research, product development, market testing, audience understanding, pricing analysis and segmentation within cultural attractions, leisure, tourism, hospitality or retail sectors. Suppliers must be proficient in both online and on-site methodologies, conduct qualitative and quantitative research and process large volumes of data.

II.1.5) Estimated total value

Value excluding VAT: £900,000

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

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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: £750,000

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

Duration in months

36

This contract is subject to renewal

No

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

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

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

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

25 February 2025

Local time

12:00pm

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)

IV.2.7) Conditions for opening of tenders

Date

25 February 2025

Local time

12:05pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

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-Richmond:-Market-research-services./8C6SG47N63>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/8C6SG47N63>

GO Reference: GO-2025121-PRO-29192162

VI.4) Procedures for review

VI.4.1) Review body

Head of Procurement & Contract Management, Royal Botanic Gardens, Kew

London

Country

United Kingdom