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Contract

Flying Scotsman Immersive Experience

The Science Museum Group

F03: Contract award notice

Notice identifier: 2023/S 000-005352

Procurement identifier (OCID): ocds-h6vhtk-02ed8a

Published 22 February 2023, 4:19pm

Section I: Contracting authority

I.1) Name and addresses

The Science Museum Group

Exhibition Road

London

SW7 2DD

Contact

Procurement

Email

procurement@sciencemuseum.ac.uk

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

www.sciencemuseumgroup.ac.uk

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

Flying Scotsman Immersive Experience

Reference number

NRM2445M

II.1.2) Main CPV code

- 34150000 - Simulators

II.1.3) Type of contract

Supplies

II.1.4) Short description

Immersive experiences have been at the core of the Science Museum Group's (SMG) commercial offer for many years. We currently operate a suite of simulators, motion theatres and virtual reality lounges in our museums. The purpose of these experiences is to generate additional revenues for the museum and enhance the visitor's day with immersive storytelling. In 2023 the Flying Scotsman Locomotive will turn 100. As a key part of SMG's national collection and an internationally recognised and much-loved piece of locomotive history we will develop a year of celebrations and legacy projects. One of these projects is to commission a new immersive experience themed around the Flying Scotsman. This experience should accompany the Scotsman on a nationwide tour in 2023 and then live on as a permanent commercial offer in the National Railway Museum the following year. SMG is seeking a suitable provider to design and deliver this immersive experience.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £530,000

II.2) Description

II.2.2) Additional CPV code(s)

- 34150000 - Simulators

II.2.3) Place of performance

NUTS codes

- UKE - Yorkshire and the Humber

Main site or place of performance

York

II.2.4) Description of the procurement

Immersive experiences have been at the core of SMG's commercial offer for many years. We currently operate a suite of simulators, motion theatres and virtual reality lounges in our museums. The purpose of these experiences is to generate additional revenues for the museum and enhance the visitor's day with immersive storytelling. In 2023 the Flying Scotsman Locomotive will turn 100. As a key part of SMG's national collection and an internationally recognised and much-loved piece of locomotive history we will develop a year of celebrations and legacy projects. One of these projects is to commission a new immersive experience themed around the Flying Scotsman. This experience should accompany the Scotsman on a nationwide tour in 2023 and then live on as a permanent commercial offer in the National Railway Museum the following year. SMG are seeking a suitable supplier to design and deliver this immersive experience.

II.2.5) Award criteria

Price

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

Competitive procedure with negotiation

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.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-026141](#)

Section V. Award of contract

Contract No

NRM24454M

Title

Flying Scotsman Immersive Experience

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

7 September 2022

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 8

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 8

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Sarner International Ltd

Kingston Upon Thames

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Figment Productions

Dorking

Country

United Kingdom

NUTS code

- UKI6 - Outer London – South

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

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

Total value of the contract/lot: £530,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Public Procurement Review Service

Cabinet Office

London

Country

United Kingdom