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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](mailto:procurement@sciencemuseum.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

[www.sciencemuseumgroup.ac.uk](http://www.sciencemuseumgroup.ac.uk)

**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**

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](#)

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## **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

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## **Section VI. Complementary information**

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

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

Public Procurement Review Service

Cabinet Office

London

Country

United Kingdom