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Contract

National Museums Scotland - Visitor Research Agency

National Museums Scotland

F03: Contract award notice

Notice identifier: 2023/S 000-006573

Procurement identifier (OCID): ocds-h6vhtk-03888b

Published 7 March 2023, 12:28pm

Section I: Contracting authority

I.1) Name and addresses

National Museums Scotland

Chambers Street

Edinburgh

EH1 1JF

Contact

Alex Hinton

Email

a.hinton@nms.ac.uk

Telephone

+44 3001236789

Country

United Kingdom

NUTS code

UKM - Scotland

Internet address(es)

Main address

<http://www.nms.ac.uk/>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00423

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

National Museums Scotland - Visitor Research Agency

II.1.2) Main CPV code

- 73110000 - Research services

II.1.3) Type of contract

Services

II.1.4) Short description

The National Museums Scotland (the Client) National Museums Scotland wishes to commission an agency to deliver our ongoing and developing audience research programme, with the aim of providing us with data and insights to help us meet our strategic objectives. National Museums Scotland is seeking a suitably qualified contractor to deliver onsite and digital research with experience in the cultural sector to provide a range of services which include research covering;

General visitors

Special exhibition visitors

Mystery shopping

Event visitors

Online users

National Museum Scotland Members

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: £156,000

II.2) Description

II.2.2) Additional CPV code(s)

- 73110000 - Research services

II.2.3) Place of performance

NUTS codes

- UKM75 - Edinburgh, City of

Main site or place of performance

Edinburgh / Lothians

II.2.4) Description of the procurement

Wanting to procure an agency to deliver National Museums Scotland's ongoing and developing audience research programme

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80%

Price - Weighting: 20

II.2.11) Information about options

Options: Yes

Description of options

Additional one year extension

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.1.8) 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: [2022/S 000-033552](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

18 January 2023

V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

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

Number of tenders received from tenderers from non-EU Member States: 4

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

MEL Research Ltd

Somerset House, 37 Temple Street

BIRMINGHAM

B2 5DP

Country

United Kingdom

NUTS code

- UKG31 - Birmingham

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: £156,000

Total value of the contract/lot: £156,000

Section VI. Complementary information

VI.3) Additional information

(SC Ref:725015)

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court

Edinburgh Sherrif Court

Edinburgh

EH1 1LB

Country

United Kingdom