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Contract

RBGKEW1259 - Film Production Services

Royal Botanic Gardens, Kew

F03: Contract award notice

Notice identifier: 2024/S 000-007933

Procurement identifier (OCID): ocids-h6vhtk-0425ce

Published 12 March 2024, 7:05pm

Section I: Contracting authority

I.1) Name and addresses

Royal Botanic Gardens, Kew

Royal Botanic Gardens, Kew, The Herbarium, Kew Green

Richmond

TW9 3AE

Email

procurement@kew.org

Telephone

+44 2083325000

Country

United Kingdom

Region code

UKI - London

Internet address(es)

Main address

www.kew.org

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

RBGKEW1259 - Film Production Services

Reference number

RBGKEW1259

II.1.2) Main CPV code

- 92111210 - Advertising film production

II.1.3) Type of contract

Services

II.1.4) Short description

Promotional Film Production Services. RBG Kew estimates it will require approximately 12 promotional films that will be purposed for a range of channels including digital platforms, VOD, digital out of home and possibly cinema as well as outdoor screenings at our events. Variations in length (up to 30 seconds max) and format for each film will be required. Initial contract is 25 months with an approximate value of £120k (ex VAT). Option to extend by a further 23 months, maximum contract value is estimated at £250k (ex VAT)

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: £250,000

II.2) Description

II.2.2) Additional CPV code(s)

- 32354200 - Cinematographic film

II.2.3) Place of performance

NUTS codes

- UKI - London

Main site or place of performance

LONDON

II.2.4) Description of the procurement

Promotional Film Production Services. RBG Kew estimates it will require approximately 12 promotional films that will be purposed for a range of channels including digital platforms, VOD, digital out of home and possibly cinema as well as outdoor screenings at our events. Variations in length (up to 30 seconds max) and format for each film will be required.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 100

Quality criterion - Name: Presentation / Weighting: 25

Cost criterion - Name: Cost / Weighting: 10

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

II.2.14) Additional information

To respond to this opportunity please click here: <https://www.delta-sourcing.com/respond/W96R84P54X>

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: [2023/S 000-036875](#)

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

20 February 2024

V.2.2) Information about tenders

Number of tenders received: 61

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

V.2.3) Name and address of the contractor

Rise Media Ltd

Rise Media at Oru Sutton,, 7 Throwley Way

Sutton

SM1 4AF

Country

United Kingdom

NUTS code

- UKI - London

National registration number

07891698

The contractor is an SME

Yes

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

Total value of the contract/lot: £250,000

Section VI. Complementary information

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.

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<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=848852544>

GO Reference: GO-2024312-PRO-25479891

VI.4) Procedures for review

VI.4.1) Review body

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

London

Country

United Kingdom