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Awarded contract

## **Reputation & Identity Project**

Natural History Museum

F20: Modification notice

Notice reference: 2023/S 000-008059

Published: 20 March 2023, 4:05pm

### **Section I: Contracting authority/entity**

#### **I.1) Name and addresses**

Natural History Museum

Cromwell Road, South Kensington

London

SW7 5BD

#### **Contact**

Andy Davies

#### **Email**

[a.davies@nhm.ac.uk](mailto:a.davies@nhm.ac.uk)

#### **Telephone**

+44 2079425416

#### **Country**

United Kingdom

**NUTS code**

UKI - London

**Internet address(es)**

Main address

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

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Reputation & Identity Project

**II.1.2) Main CPV code**

- 79413000 - Marketing management consultancy services

**II.1.3) Type of contract**

Services

**II.2) Description**

**II.2.1) Title**

Reputation & Identity Project: Brand Update & Rollout

Lot No

2

**II.2.3) Place of performance**

NUTS codes

- UKI - London

Main site or place of performance

LONDON

#### **II.2.4) Description of the procurement at the time of conclusion of the contract:**

Following the completion of the brand strategy a clear verbal and visual identity is required to consolidate our look and feel into a singular system that reflects that brand idea so it can be used and applied consistently to internal and external audiences. The Museum may require assistance to implement the new brand identity.

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

Start date

9 August 2021

End date

31 March 2022

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.2) Administrative information**

#### **IV.2.1) Contract award notice concerning this contract**

Notice number: [2021/S 000-009015](#)

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## **Section V. Award of contract/concession**

### **Contract No**

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### **Lot No**

2

### **Title**

Reputation & Identity: Brand Update & Rollout

### **V.2) Award of contract/concession**

#### **V.2.1) Date of conclusion of the contract/concession award decision:**

26 April 2021

#### **V.2.2) Information about tenders**

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

#### **V.2.3) Name and address of the contractor/concessionaire**

Pentagram Design Limited

11 Needham Road

London

W11 2RP

Country

United Kingdom

NUTS code

- UKI - London

National registration number

01599748

The contractor/concessionaire is an SME

Yes

**V.2.4) Information on value of the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)**

Total value of the procurement: £150,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=769499430>

GO Reference: GO-2023320-PRO-22353678

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

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

Natural History Museum

Cromwell Road

London

SW7 5BD

Telephone

+44 2079425416

Country

United Kingdom

#### **VI.4.4) Service from which information about the review procedure may be obtained**

Natural History Museum

Cromwell Road

London

SW7 5BD

Telephone

+44 2079425416

Country

United Kingdom

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### **Section VII: Modifications to the contract/concession**

#### **VII.1) Description of the procurement after the modifications**

##### **VII.1.1) Main CPV code**

- 79413000 - Marketing management consultancy services

##### **VII.1.3) Place of performance**

NUTS code

- UKI - London

Main site or place of performance

LONDON

##### **VII.1.4) Description of the procurement:**

Following the completion of the brand strategy a clear verbal and visual identity is required to consolidate our look and feel into a singular system that reflects that brand idea so it can be used and applied consistently to internal and external audiences. The Museum may

require assistance to implement the new brand identity.

**VII.1.5) Duration of the contract, framework agreement, dynamic purchasing system or concession**

Start date

21 March 2023

End date

21 April 2023

**VII.1.6) Information on value of the contract/lot/concession (excluding VAT)**

Total value of the contract/lot/concession:

£217,834

**VII.1.7) Name and address of the contractor/concessionaire**

Pentagram Design Limited

11 Needham Road

London

W11 2RP

Country

United Kingdom

NUTS code

- UKI - London

National registration number

01599748

The contractor/concessionaire is an SME

Yes

## **VII.2) Information about modifications**

### **VII.2.1) Description of the modifications**

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

The Natural History Museum exists to inspire a love of our natural world and unlock big issues facing humanity and the planet. A central campaign concept is needed to launch the next seasonal campaign with the new brand identity and tone of voice as created by Pentagram. That style then will be implemented also in the following seasonal campaigns by the NHM design team. The campaign needs to contain multiple narratives, messages, themes or topics, as well as aimed at multiple audiences.

### **VII.2.2) Reasons for modification**

Need for additional works, services or supplies by the original contractor/concessionaire.

Description of the economic or technical reasons and the inconvenience or duplication of cost preventing a change of contractor:

The Contractor is familiar with all aspects of the new brand identity and its rollout. For technical reasons, the additional services require an in-depth knowledge of the new brand identity and its design and development. A new contractor would require significant additional time in which to gain this knowledge - at significant inconvenience and duplication of cost and time.

### **VII.2.3) Increase in price**

Updated total contract value before the modifications (taking into account possible earlier contract modifications, price adaptations and average inflation)

Value excluding VAT: £44,880

Total contract value after the modifications

Value excluding VAT: £262,714