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Contract

Provision of CRM and Ticketing System

Amgueddfa Cymru - National Museum Wales

F03: Contract award notice

Notice identifier: 2022/S 000-008377

Procurement identifier (OCID): ocds-h6vhtk-02ec03

Published 29 March 2022, 11:47am

Section I: Contracting authority

I.1) Name and addresses

Amgueddfa Cymru - National Museum Wales

Cathays Park

Cardiff

CF10 3NP

Email

tenders@museumwales.ac.uk

Telephone

+44 2920573376

Country

United Kingdom

NUTS code

UKL22 - Cardiff and Vale of Glamorgan

Internet address(es)

Main address

www.museumwales.ac.uk

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0391

I.4) Type of the contracting authority

Other type

museum

I.5) Main activity

Other activity

Museum

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provision of CRM and Ticketing System

Reference number

itt_90384

II.1.2) Main CPV code

- 72212445 - Customer Relation Management software development services

II.1.3) Type of contract

Services

II.1.4) Short description

A Customer Relationship Management (CRM) system to act as an underpinning repository for our interfaces to manage, secure and segment the data of our customers, donors and visitors.

A ticketing platform which supports all ticketed or bookable events and activities across AC to support the growth of events and provides improvements in customer service at our museums and online.

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: £590,416

II.2) Description

II.2.2) Additional CPV code(s)

- 48445000 - Customer Relation Management software package

II.2.3) Place of performance

NUTS codes

- UKL - Wales

Main site or place of performance

Amgueddfa Cymru Sites

II.2.4) Description of the procurement

Amgueddfa Cymru welcomed 1.8 million visitors across its public sites in the 2019/20 financial year, through a mixture of general admission, ticketed events, and exhibitions, as well as tours, commercial hires, education visits and digital talks.

Amgueddfa Cymru is in the midst of an ambitious programme to develop its commercial platforms, which includes:

An Electronic Point of Sales system that underpins and supports the growth of the retail, online and catering income streams, driving turnover, margin, and profit. This includes new tills at all retail outlets, internal catering outlets and museum welcome desks.

A Customer Relationship Management (CRM) system to act as an underpinning repository for our interfaces to manage, secure and segment the data of our customers, donors and visitors.

A ticketing platform which supports all ticketed or bookable events and activities across AC to support the growth of events and provides improvements in customer service at our museums and online.

Having recently appointed and implemented an ePOS system the next phase of this programme is to implement a new CRM system which also acts as a ticketing platform and holistically supports activity and engagement across AC-NMW.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 75

Cost criterion - Name: Cost / Weighting: 25

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

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: [2021/S 000-025750](#)

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

22 February 2022

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 7

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 8

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

V.2.3) Name and address of the contractor

Tessitura Network

Hill House Suite 163, 210 Upper Richmond Road

London

SW156NP

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

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

Total value of the contract/lot: £590,000

Section VI. Complementary information

VI.3) Additional information

(WA Ref:120038)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom