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Contract

## **Membership Recruitment and Visitor Giving Campaign**

Royal Botanic Garden Edinburgh

F03: Contract award notice

Notice identifier: 2024/S 000-008582

Procurement identifier (OCID): ocds-h6vhtk-0410c4

Published 18 March 2024, 10:00am

### **Section I: Contracting authority**

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

Royal Botanic Garden Edinburgh

20a Inverleith Row

Edinburgh

EH3 5LR

#### **Email**

[supplychain@rbge.org.uk](mailto:supplychain@rbge.org.uk)

#### **Telephone**

+44 1312482909

#### **Country**

United Kingdom

#### **NUTS code**

UKM - Scotland

**Internet address(es)**

Main address

<http://www.rbge.org.uk>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA11182](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA11182)

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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## **Section II: Object**

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

#### **II.1.1) Title**

Membership Recruitment and Visitor Giving Campaign

Reference number

RBGE-2023-517

#### **II.1.2) Main CPV code**

- 79952000 - Event services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The purpose of this project is to increase the unrestricted income stream through donations given and to find new ways of encouraging membership sign up when members of the public visit the Royal Botanic Garden Edinburgh. In addition, to mobilise public support for fundraising appeals in line with organisational goals.

#### **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: £147,000

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

#### **II.2.3) Place of performance**

NUTS codes

- UKM75 - Edinburgh, City of

Main site or place of performance

RBGE Gardens - Edinburgh

#### **II.2.4) Description of the procurement**

The purpose of this project is to increase the unrestricted income stream through donations given and to find new ways of encouraging membership sign up when members of the public visit the Royal Botanic Garden Edinburgh. In addition, to mobilise public support for fundraising appeals in line with organisational goals.

The outcome of this piece of work will be an increase in visitor giving, an increase in new membership sign ups as well as enhanced public awareness of the work and aims of the organisation. RBGE wishes to appoint a Supplier starting in February 2024 to undertake this activity, with a clear and concise focus on securing contactless and cash donations and creatively recruiting new members.

The Development Division will look to work in partnership with the Supplier to refine and implement an optimal solution to maximise visitor membership recruitment and visitor giving.

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

#### **II.2.11) Information about options**

Options: Yes

Description of options

Supporting Services for similar fundraising requirements.

This may be for single short-term campaigns.

#### **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.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 000-032226](#)

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

### **Contract No**

RBGE-2023-517

A contract/lot is awarded: Yes

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

#### **V.2.1) Date of conclusion of the contract**

15 February 2024

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

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

**V.2.3) Name and address of the contractor**

Complete Works (Boo Consultancy Ltd)

23c Lombard Rd, Wimbledon

LONDON

SW193TZ

Telephone

+44 7923374380

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Total value of the contract/lot: £147,000

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## **Section VI. Complementary information**

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

(SC Ref:761238)

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

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

Edinburgh Sheriff Court

27 Chambers Street

Edinburgh

EH1 1LB

Country

United Kingdom