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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

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

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

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

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](#)

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

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