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Contract

Reputation & Identity: Brand Development Strategy & Design Phase

Natural History Museum

F03: Contract award notice

Notice identifier: 2021/S 000-009015

Procurement identifier (OCID): ocds-h6vhtk-02aaa8

Published 27 April 2021, 2:24pm

Section I: Contracting authority

I.1) Name and addresses

Natural History Museum

Cromwell Road, South Kensington

London

SW7 5BD

Contact

Mr Andy Davies Procurement Manager

Email

a.davies@nhm.ac.uk

Telephone

+44 2079425416

Country

United Kingdom

NUTS code

UKI - LONDON

Internet address(es)

Main address

<http://www.nhm.ac.uk>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Recreation, culture and religion

Section II: Object**II.1) Scope of the procurement****II.1.1) Title**

Reputation & Identity: Brand Development Strategy & Design Phase

II.1.2) Main CPV code

- 79413000 - Marketing management consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

The Museum required marketing consultancy services to help develop a compelling brand

proposition and strategy and a clear verbal and visual identity.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £230,000

II.2) Description

II.2.1) Title

Brand Strategy

Lot No

1

II.2.2) Additional CPV code(s)

- 79413000 - Marketing management consultancy services

II.2.3) Place of performance

NUTS codes

- UKI - LONDON

Main site or place of performance

LONDON

II.2.4) Description of the procurement

The Museum required marketing consultancy services to help develop a compelling brand proposition and strategy that engaged global audiences with our vision and mission, communicated the value and relevance of our science, offered commercial opportunities and made a compelling case for support.

II.2.5) Award criteria

Quality criterion - Name: Understanding of the Brief / Weighting: 40

Quality criterion - Name: Methodology for Lot 1 / Weighting: 40

Quality criterion - Name: Key experience of project team / Weighting: 20

Cost criterion - Name: Price within fee budget (pass/fail) / Weighting: 0

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) Description

II.2.1) Title

Brand Update and Roll-out

Lot No

2

II.2.2) Additional CPV code(s)

- 79413000 - Marketing management consultancy services

II.2.3) Place of performance

NUTS codes

- UKI - LONDON

Main site or place of performance

LONDON

II.2.4) 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.

II.2.5) Award criteria

Quality criterion - Name: Understanding of the Brief / Weighting: 40

Quality criterion - Name: Methodology for Lot 2 / Weighting: 40

Quality criterion - Name: Key experience of the project team / Weighting: 20

Cost criterion - Name: Price within fixed fee budget (pass/fail) / Weighting: 0

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

Restricted 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: [2020/S 219-539052](#)

Section V. Award of contract

Lot No

1

Title

Brand Strategy

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

26 April 2021

V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

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

Number of tenders received by electronic means: 4

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

V.2.3) Name and address of the contractor

Heavenly Group Limited

Stobbs House, St. Chad's Place

London

WC1X 9HH

Country

United Kingdom

NUTS code

- UKI - LONDON

National registration number

04401006

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £80,000

Total value of the contract/lot: £80,000

Section V. Award of contract

Lot No

2

Title

Brand Update and Rollout

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

26 April 2021

V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

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

Number of tenders received by electronic means: 4

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

V.2.3) Name and address of the contractor

Pentagram Design Limited

11 Needham Road

London

W11 2RP

Country

United Kingdom

NUTS code

- UKI - LONDON

National registration number

01599748

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £150,000

Total value of the contract/lot: £150,000

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.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=588130677>

GO Reference: GO-2021427-PRO-18145735

VI.4) Procedures for review

VI.4.1) Review body

Natural History Museum

Cromwell Road

London

SW7 5BD

Email

nhmprocurement@nhm.ac.uk

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