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Contract

RBGKEW1375 - RBG Kew Visitor Insights Programme (VIP)

Royal Botanic Gardens, Kew

F03: Contract award notice

Notice identifier: 2025/S 000-012267

Procurement identifier (OCID): ocids-h6vhtk-04c075

Published 1 April 2025, 2:05pm

Section I: Contracting authority

I.1) Name and addresses

Royal Botanic Gardens, Kew

Royal Botanic Gardens, Kew, The Herbarium, Kew Green

Richmond

TW9 3AE

Contact

sarah Jandu

Email

procurement@kew.org

Telephone

+44 2083325000

Country

United Kingdom

Region code

UKI - London

Internet address(es)

Main address

<http://www.kew.org>

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

Environment

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

RBGKEW1375 - RBG Kew Visitor Insights Programme (VIP)

Reference number

RBGKEW1375

II.1.2) Main CPV code

- 79310000 - Market research services

II.1.3) Type of contract

Services

II.1.4) Short description

RBG Kew intends to procure a Supplier to carry out an ongoing visitor survey at both Kew Gardens and Wakehurst, to understand visitor profile and motivations and evaluate the visit experience in order to maintain a best-in-class experience. This includes survey review and management of the fieldwork, regular provision of data and KPI reporting, and bi-annual reporting to share key actionable insights and recommendations. The visitor survey is an existing and valuable resource for a wide range of teams across RBG Kew, helping the organisation to make data-driven decisions based on audience trends and visit feedback.

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: £375,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKI - London

Main site or place of performance

LONDON

II.2.4) Description of the procurement

RBG Kew intends to procure a Supplier to carry out an ongoing visitor survey at both Kew Gardens and Wakehurst, to understand visitor profile and motivations and evaluate the visit experience in order to maintain a best-in-class experience. This includes survey review and management of the fieldwork, regular provision of data and KPI reporting, and bi-annual reporting to share key actionable insights and recommendations. The visitor survey is an existing and valuable resource for a wide range of teams across RBG Kew, helping the organisation to make data-driven decisions based on audience trends and visit feedback.

II.2.5) Award criteria

Quality criterion - Name: Technical Criteria / Weighting: 100

Quality criterion - Name: Presentation Criteria / Weighting: 20

Cost criterion - Name: Commercial Criteria / 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: [2024/S 000-038312](#)

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

14 January 2025

V.2.2) Information about tenders

Number of tenders received: 10

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

V.2.3) Name and address of the contractor

DJS Research

Pavilion Ln,, Strines, Marple, Stockport

Stockport

SK6 7GH

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

05494158

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £375,000

Total value of the contract/lot: £205,500

Section VI. Complementary information

VI.3) Additional information

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=938298481> GO

Reference: GO-202541-PRO-29973375

VI.4) Procedures for review

VI.4.1) Review body

Head of Procurement & Contract Management, Royal Botanic Gardens, Kew

London

Country

United Kingdom