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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](mailto:procurement@kew.org)

#### **Telephone**

+44 2083325000

#### **Country**

United Kingdom

**Region code**

UKI - London

**Internet address(es)**

Main address

[www.kew.org](http://www.kew.org)

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

Ministry or any other national or federal authority

**I.5) Main activity**

Environment

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## **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

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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: [2024/S 000-038312](#)

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## **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

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## **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