

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/014270-2021>

Contract

## **New Museum of London Visual Identity**

Museum of London

F03: Contract award notice

Notice identifier: 2021/S 000-014270

Procurement identifier (OCID): ocds-h6vhtk-02bf31

Published 23 June 2021, 9:15am

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

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

Museum of London

150 London Wall

London

EC2Y 5HN

#### **Email**

[Procurement@museumoflondon.org.uk](mailto:Procurement@museumoflondon.org.uk)

#### **Telephone**

+44 2078145675

#### **Country**

United Kingdom

#### **NUTS code**

UKI - London

**Internet address(es)**

Main address

<https://www.museumoflondon.org.uk>

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

Other type

Museum

**I.5) Main activity**

Recreation, culture and religion

---

**Section II: Object**

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

**II.1.1) Title**

New Museum of London Visual Identity

**II.1.2) Main CPV code**

- 79342000 - Marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The development of a new all-encompassing visual identity in partnership with the Museum of London team and Londoners.

**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: £110,000

## **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**

The development of a new all-encompassing visual identity in partnership with the Museum of London team and Londoners.

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

Quality criterion - Name: Proposed Team / Weighting: 20

Quality criterion - Name: Approach / Weighting: 25

Quality criterion - Name: Co-Creation / Weighting: 20

Quality criterion - Name: Working with Us and Our Partners / Weighting: 10

Quality criterion - Name: Positive Social Impact / Weighting: 5

Cost criterion - Name: Price / Weighting: 20

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

Options: Yes

Description of options

A 24 month extension at the Museum of London's discretion.

### **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: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2020/S 162-395331](#)

---

## **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**

22 June 2021

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

Number of tenders received: 8

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

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

Something More Near Limited

30 Upper High Street

Thame

OX9 3EZ

Country

United Kingdom

NUTS code

- UKJ14 - Oxfordshire

National registration number

09969386

The contractor is an SME

Yes

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

Total value of the contract/lot: £110,000

---

## **Section VI. Complementary information**

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

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=604495483>

GO Reference: GO-2021623-PRO-18446042

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

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

Museum of London

150 London Wall

London

EC2Y 5HN

Country

United Kingdom