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Awarded contract

New Museum of London Visual Identity

Museum of London

F03: Contract award notice

Notice reference: 2021/S 000-014270

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

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