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Tender

British Museum Ticketing System

The Trustees of The British Museum

F02: Contract notice

Notice identifier: 2021/S 000-014531

Procurement identifier (OCID): ocds-h6vhtk-02c036

Published 25 June 2021, 2:15pm

Section I: Contracting authority

I.1) Name and addresses

The Trustees of The British Museum

The British Museum, Great Russell Street

London

WC1B 3DG

Email

procurement@britishmuseum.org

Telephone

+44 02073238264

Country

United Kingdom

NUTS code

UKI - London

National registration number

United Kingdom

Internet address(es)

Main address

<https://www.britishmuseum.org/>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Event-services./V673C5EV8Y>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

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

British Museum Ticketing System

Reference number

BM.21.014

II.1.2) Main CPV code

- 79952000 - Event services

II.1.3) Type of contract

Services

II.1.4) Short description

The British Museum seeks to award a contract to deliver a ticketing solution to support the rapidly changing needs of our customers and visitors, and to maximise revenue potential by securing the most cost-effective and fit-for-purpose system.

The main goals driving the project are to:

- 1.Ensure business continuity by providing a robust, resilient, and reliable ticketing service
- 2.Increase profitability through a variety of means, such as enabling Gift Aid, improving donations functionality, and enable different types of cross-sales
- 3.Improve the customer experience to support the above, and to provide an excellent experience

II.1.5) Estimated total value

Value excluding VAT: £1

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79952100 - Cultural event organisation services
- 48110000 - Point of sale (POS) software package
- 48481000 - Sales or marketing software package

II.2.3) Place of performance

NUTS codes

- UKI - London

Main site or place of performance

LONDON

II.2.4) Description of the procurement

Founded in 1753, the British Museum was the first national public museum in the world. The collection tells the stories of cultures across the world, from the dawn of human history, over two million years ago, to the present. Objects range from the earliest tools made by humans and treasures from the ancient world to more recent acquisitions from Africa, Oceania and the Americas, the Middle East, Asia and Europe, as well as the national collections of prints and drawings, and coins and medals. In addition to work in London, the Museum takes part in an extensive programme of loans, tours and collaborative work, both across the UK and throughout the world.

The British Museum is one of the most visited attractions in the UK with visitor numbers of c. 6 million per annum prior to COVID-19. It is open 362 days per year, for a minimum of 7 hours and a maximum of 13 hours per day.

The Museum seeks to award a contract to deliver and maintain a ticketing solution to support the rapidly changing needs of our customers and visitors, and to maximise revenue potential with a cost-effective and fit-for-purpose ticketing system.

The main goals driving the project are to:

- 1.Ensure business continuity by providing a robust, resilient, and reliable ticketing service
- 2.Increase profitability through a variety of means, such as enabling Gift Aid, improving donations functionality, and enable different types of cross-sales
- 3.Improve the customer experience to support the above, and to provide an excellent experience

The following is in-scope for the current project, and must be delivered

- An online ticketing platform
- An onsite point-of-sale (POS) ticketing solution for selling, paying, printing, and scanning
- A box office call centre solution
- Ability to take sales at the cloakroom
- Ability to sell Membership as a product onsite POS (not manage Membership, see out of scope items below)
- A payment service provider (PSP) solution for onsite, box office call centre, and online platform
- A backend ticketing solution inclusive of a reporting suite
- Resiliency for onsite sales in case of internet outage or unavailability of the ticketing platform
- Integrations to the Museum's finance system Agresso, and e-mail marketing system Upland Adestra through the Museum's Integration Hub (Museum staff to develop integrations)
- Migration of data from the current ticketing system into the new solution
- Multi-factor authentication for offsite access
- A test environment of the solution

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

The Contract will be for an initial three year period with options for up to two further one year extensions, subject to satisfactory performance, the maximum potential duration will be five years.

II.2.10) Information about variants

Variants will be accepted: No

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

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.2.2) Time limit for receipt of tenders or requests to participate

Date

30 July 2021

Local time

1:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

30 July 2021

Local time

1:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Event-services./V673C5EV8Y>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/V673C5EV8Y>

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VI.4) Procedures for review

VI.4.1) Review body

High Court

Strand

London

WC2A 2LL

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Chartered Institute of Arbitrators

12 Bloomsbury Square

London

WC1A 2LP

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

The Museum will incorporate a minimum 10 calendar day standstill period at the point information on award of the contract is communicated to tenderers. Appeals must be lodged in accordance with the Public Contracts Regulations 2015 (SI 2015 No 102) as amended