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Tender

RBGKEW1333 - Brand Extension project

Royal Botanic Gardens, Kew

F02: Contract notice

Notice identifier: 2024/S 000-023192

Procurement identifier (OCID): ocids-h6vhtk-048482

Published 25 July 2024, 12:05pm

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 2083325816

Country

United Kingdom

Region code

UKI - London

Internet address(es)

Main address

www.kew.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-Richmond:-Marketing-management-consultancy-services./AUP98289BA>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-esourcing.com/tenders/UK-title/AUP98289BA>

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

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

RBGKEW1333 - Brand Extension project

Reference number

RBGKEW1333

II.1.2) Main CPV code

- 79413000 - Marketing management consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

Develop the current Royal Botanic Gardens, Kew brand to authentically represent the mission and purpose of Royal Botanic Gardens, Kew and strengthen our global position as a world-class science and conservation organisation in need of support.

The requirements are three-fold: extend our brand strategy, create a positioning strategy and deliver brand stories to help with the execution of this strategy.

II.1.5) Estimated total value

Value excluding VAT: £120,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKI3 - Inner London – West

Main site or place of performance

Inner London – West

II.2.4) Description of the procurement

Develop the current Royal Botanic Gardens, Kew brand to authentically represent the mission and purpose of Royal Botanic Gardens, Kew and strengthen our global position as a world-class science and conservation organisation in need of support.

The requirements are three-fold: extend our brand strategy, create a positioning strategy and deliver brand stories to help with the execution of this strategy.

II.2.5) Award criteria

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

II.2.6) Estimated value

Value excluding VAT: £120,000

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

Duration in months

36

This contract is subject to renewal

No

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 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

4 September 2024

Local time

10:30am

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

English

IV.2.7) Conditions for opening of tenders

Date

4 September 2024

Local time

10:40am

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

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-Richmond:-Marketing-management-consultancy-services./AUP98289BA>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/AUP98289BA>

GO Reference: GO-2024725-PRO-27000168

VI.4) Procedures for review

VI.4.1) Review body

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

London

Country

United Kingdom