

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/025750-2021>

Tender

## **Provision of CRM and Ticketing System**

Amgueddfa Cymru - National Museum Wales

F02: Contract notice

Notice identifier: 2021/S 000-025750

Procurement identifier (OCID): ocids-h6vhtk-02ec03

Published 14 October 2021, 4:35pm

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

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

Amgueddfa Cymru - National Museum Wales

Cathays Park

Cardiff

CF10 3NP

#### **Email**

[tenders@museumwales.ac.uk](mailto:tenders@museumwales.ac.uk)

#### **Telephone**

+44 2920573376

#### **Country**

United Kingdom

#### **NUTS code**

UKL22 - Cardiff and Vale of Glamorgan

**Internet address(es)**

Main address

[www.museumwales.ac.uk](http://www.museumwales.ac.uk)

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0391](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0391)

**I.3) Communication**

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

<https://etenderwales.bravosolution.co.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://etenderwales.bravosolution.co.uk>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://etenderwales.bravosolution.co.uk>

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

Other type

museum

**I.5) Main activity**

Other activity

Museum

---

## **Section II: Object**

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

#### **II.1.1) Title**

Provision of CRM and Ticketing System

Reference number

itt\_90384

#### **II.1.2) Main CPV code**

- 72212445 - Customer Relation Management software development services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

A Customer Relationship Management (CRM) system to act as an underpinning repository for our interfaces to manage, secure and segment the data of our customers, donors and visitors.

A ticketing platform which supports all ticketed or bookable events and activities across AC to support the growth of events and provides improvements in customer service at our museums and online.

#### **II.1.5) Estimated total value**

Value excluding VAT: £590,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 48445000 - Customer Relation Management software package

#### **II.2.3) Place of performance**

NUTS codes

- UKL - Wales

Main site or place of performance

Amgueddfa Cymru Sites

#### **II.2.4) Description of the procurement**

Amgueddfa Cymru welcomed 1.8 million visitors across its public sites in the 2019/20 financial year, through a mixture of general admission, ticketed events, and exhibitions, as well as tours, commercial hires, education visits and digital talks.

Amgueddfa Cymru is in the midst of an ambitious programme to develop its commercial platforms, which includes:

An Electronic Point of Sales system that underpins and supports the growth of the retail, online and catering income streams, driving turnover, margin, and profit. This includes new tills at all retail outlets, internal catering outlets and museum welcome desks.

A Customer Relationship Management (CRM) system to act as an underpinning repository for our interfaces to manage, secure and segment the data of our customers, donors and visitors.

A ticketing platform which supports all ticketed or bookable events and activities across AC to support the growth of events and provides improvements in customer service at our museums and online.

Having recently appointed and implemented an ePOS system the next phase of this programme is to implement a new CRM system which also acts as a ticketing platform and holistically supports activity and engagement across AC-NMW.

#### **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: £590,000

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

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

It is anticipated that the contract will run over an initial minimum period of 5 years with options to extend the contract on an annual basis following this.

Current estimated value based on 5 year term.

#### **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

17 November 2021

Local time

12:00pm

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

English, Welsh

#### **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

17 November 2021

Local time

12:00pm

---

## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

NOTE: The authority is using eTenderwales to carry out this procurement process. To obtain further information record your interest on Sell2Wales at

[https://www.sell2wales.gov.wales/search/search\\_switch.aspx?ID=114894](https://www.sell2wales.gov.wales/search/search_switch.aspx?ID=114894)

(WA Ref:114894)

The buyer considers that this contract is suitable for consortia.

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

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

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom