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Planning

British Museum Fundraising CRM

The Trustees of the British Museum

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-029531

Procurement identifier (OCID): ocids-h6vhtk-049b1c

Published 16 September 2024, 12:05pm

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

CRMprocurement@britishmuseum.org

Telephone

+44 2073238000

Country

United Kingdom

Region code

UKI - London

Internet address(es)

Main address

www.britishmuseum.org

I.3) Communication

Additional information can be obtained from 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 Fundraising CRM

Reference number

BM.24.071

II.1.2) Main CPV code

- 48445000 - Customer Relation Management software package

II.1.3) Type of contract

Supplies

II.1.4) Short description

The British Museum is looking to replace its Fundraising CRM system. The CRM is critical tool for managing engagement with the Museum's supporters and prospects, which includes its Membership base. The CRM acts as a central database for supporter/prospect information and supports the web-based sales channels for memberships and event tickets, thereby providing both internal and external facing components. The scope of the procurement includes: a) configuration of a new SaaS fundraising CRM to meet the British Museum's requirements associated with philanthropy, corporate sponsorship, membership and events, b) migration of CRM data from the existing on premises solution to the new SaaS CRM c) ongoing support for the new fundraising CRM. The estimated contract value is based on maximum contract duration of six years (three year initial term with up to three further one year extensions) and assumptions relating to the number of records that will be stored in the CRM, and the number of unique users over that period so should be treated as indicative only.

II.1.5) Estimated total value

Value excluding VAT: £500,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 72212445 - Customer Relation Management software development services

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 procurement of a new Fundraising CRM will be conducted as an Open Procedure using the Delta eSourcing platform. Elements of the tender documents that will be published contain confidential information relating to security aspects of both our current CRM and the requirements for the new CRM. To protect this confidential information we require that potential bidders sign a non disclosure agreement (NDA) before we release the full specification and supporting information to them. The purpose of this Prior Information Notice is to alert potential bidders to this requirement before the publication of the Contract Notice, which is currently anticipated to happen on the 30th of September 2024, to allow NDAs to be completed in advance wherever possible. To request a copy of the NDA template please email CRMprocurement@britishmuseum.org including the text "BM.24.071 NDA request" in the subject line and include the email address that is associated with your account on the Delta eSourcing system. Potential bidders may still complete the NDA process to gain access to the documentation once the Contract Notice has been published.

II.3) Estimated date of publication of contract notice

30 September 2024

Section IV. Procedure
IV.1) Description**IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

Section VI. Complementary information

VI.3) Additional information

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=886056027>

GO Reference: GO-2024916-PRO-27719240