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Contract

## **RBGKEW1378 - Market Research Framework**

Royal Botanic Gardens, Kew

F03: Contract award notice

Notice identifier: 2025/S 000-030352

Procurement identifier (OCID): ocids-h6vhtk-04d53f

Published 5 June 2025, 4:05pm

### **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](mailto:procurement@kew.org)

#### **Telephone**

+44 2083325000

#### **Country**

United Kingdom

**Region code**

UKI - London

**Internet address(es)**

Main address

<http://www.kew.org>

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

Ministry or any other national or federal authority

**I.5) Main activity**

Environment

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**Section II: Object**

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

**II.1.1) Title**

RBGKEW1378 - Market Research Framework

Reference number

RBGKEW1378

**II.1.2) Main CPV code**

- 79310000 - Market research services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The purpose of the Market Research Framework is to build beneficial longer-term relationships with a set of high quality, agile, cost-effective suppliers who will understand

the RBG Kew brand in depth.

The purpose of this Specification is to update our framework agreement (roster) of suitably skilled and qualified research suppliers to deliver a range of market research projects across various audience groups, including but not limited to members, paying visitors, donors/patrons, digital visitors, prospective visitors/customers and broader audiences. Market research supports RBG Kew's marketing and communications, membership activities, public programmes, digital and visitor experience, fundraising/development and commercial activity.

We are looking for suppliers with experience in areas such as customer experience research, brand research, product development, market testing, audience understanding, pricing analysis and segmentation within cultural attractions, leisure, tourism, hospitality or retail sectors. Suppliers must be proficient in both online and on-site methodologies, conduct qualitative and quantitative research and process large volumes of data.

#### **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: £750,000

### **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 purpose of the Market Research Framework is to build beneficial longer-term relationships with a set of high quality, agile, cost-effective suppliers who will understand the RBG Kew brand in depth.

The purpose of this Specification is to update our framework agreement (roster) of suitably skilled and qualified research suppliers to deliver a range of market research projects across various audience groups, including but not limited to members, paying

visitors, donors/patrons, digital visitors, prospective visitors/customers and broader audiences. Market research supports RBG Kew's marketing and communications, membership activities, public programmes, digital and visitor experience, fundraising/development and commercial activity.

We are looking for suppliers with experience in areas such as customer experience research, brand research, product development, market testing, audience understanding, pricing analysis and segmentation within cultural attractions, leisure, tourism, hospitality or retail sectors. Suppliers must be proficient in both online and on-site methodologies, conduct qualitative and quantitative research and process large volumes of data.

#### **II.2.5) Award criteria**

Quality criterion - Name: Technical Criteria / Weighting: 90

Quality criterion - Name: Presentation Criteria / Weighting: 13

Cost criterion - Name: Commercial Criteria / Weighting: 20

#### **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

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## **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.2.1) Previous publication concerning this procedure**

Notice number: [2025/S 000-002120](#)

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## **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**

25 February 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 22

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Mustard Market Research Ltd

56 Princess St,

Manchester

M1 6HS

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

06706816

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £750,000

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A contract/lot is awarded: Yes

#### **V.2) Award of contract**

##### **V.2.1) Date of conclusion of the contract**

25 February 2025

##### **V.2.2) Information about tenders**

Number of tenders received: 22

The contract has been awarded to a group of economic operators: No

##### **V.2.3) Name and address of the contractor**

Morris Hargreaves McIntyre

50 Copperas Street,

Manchester

M4 1HS

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03367349

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £750,000

Total value of the contract/lot: £750,000

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A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

25 February 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 22

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

The Nursery Research & Planning Ltd

Gladstone House, 77-79 High Street,

Surrey

TW20 9HY

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04251937

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £750,000

Total value of the contract/lot: £750,000

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A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

25 February 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 22

The contract has been awarded to a group of economic operators: No



**V.2.3) Name and address of the contractor**

Decision House Limited

9 Hampden Road,

High Wycombe, Bucks,

HP13 6SZ

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

07995958

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £750,000

Total value of the contract/lot: £750,000

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## **Section VI. Complementary information**

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

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=956379340> GO

Reference: GO-202565-PRO-30884670

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

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

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

London

TW9 3AE

Telephone

+44 2083325000

Country

United Kingdom