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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

Telephone

+44 2083325000

Country

United Kingdom

Region code

UKI - London

Internet address(es)

Main address

www.kew.org

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

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

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](#)

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

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

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

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

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

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

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

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