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Tender

Membership Recruitment and Visitor Giving Campaign

Royal Botanic Garden Edinburgh

F02: Contract notice

Notice identifier: 2023/S 000-032226

Procurement identifier (OCID): ocds-h6vhtk-0410c4

Published 1 November 2023, 8:43am

Section I: Contracting authority

I.1) Name and addresses

Royal Botanic Garden Edinburgh

20a Inverleith Row

Edinburgh

EH3 5LR

Email

supplychain@rbge.org.uk

Telephone

+44 1312482909

Country

United Kingdom

NUTS code

UKM - Scotland

Internet address(es)

Main address

<http://www.rbge.org.uk>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA11182

I.3) Communication

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

www.publiccontractsscotland.gov.uk

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.publiccontractsscotland.gov.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

www.publiccontractsscotland.gov.uk

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Membership Recruitment and Visitor Giving Campaign

Reference number

RBGE-2023-517

II.1.2) Main CPV code

- 79952000 - Event services

II.1.3) Type of contract

Services

II.1.4) Short description

The purpose of this project is to increase the unrestricted income stream through donations given and to find new ways of encouraging membership sign up when members of the public visit the Royal Botanic Garden Edinburgh. In addition, to mobilise public support for fundraising appeals in line with organisational goals.

II.1.5) Estimated total value

Value excluding VAT: £200,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKM75 - Edinburgh, City of

Main site or place of performance

RBGE Gardens - Edinburgh

II.2.4) Description of the procurement

The purpose of this project is to increase the unrestricted income stream through donations given and to find new ways of encouraging membership sign up when members of the public visit the Royal Botanic Garden Edinburgh. In addition, to mobilise public support for fundraising appeals in line with organisational goals.

The outcome of this piece of work will be an increase in visitor giving, an increase in new membership sign ups as well as enhanced public awareness of the work and aims of the organisation. RBGE wishes to appoint a Supplier starting in February 2024 to undertake this activity, with a clear and concise focus on securing contactless and cash donations and creatively recruiting new members.

The Development Division will look to work in partnership with the Supplier to refine and implement an optimal solution to maximise visitor membership recruitment and visitor giving.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

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

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

3 renewal of 12 months. Total of 36 Months of renewals. Length of Contract including initial period is 48 Months.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

Supporting Services for similar fundraising requirements.

This may be for single short-term campaigns.

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

4 December 2023

Local time

3:00pm

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 2 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

4 December 2023

Local time

3:00pm

Place

Virtual Opening Edinburgh

Information about authorised persons and opening procedure

Two members of RBGE Staff

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: If there continues to be a business need it will be 3 years 6 months after the award of contract.

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at

https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=749031.

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

https://www.publiccontractsscotland.gov.uk/sitehelp/help_guides.aspx.

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

(SC Ref:749031)

Download the ESPD document here:

https://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=749031

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court

27 Chambers Street

Edinburgh

EH1 1LB

Country

United Kingdom