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Contract

RBGKEW1333 - Brand Extension project

Royal Botanic Gardens, Kew

F03: Contract award notice

Notice identifier: 2024/S 000-034581

Procurement identifier (OCID): ocds-h6vhtk-048482

Published 24 October 2024, 7:05pm

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 2083325816

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

RBGKEW1333 - Brand Extension project

Reference number

RBGKEW1333

II.1.2) Main CPV code

- 79413000 - Marketing management consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

Develop the current Royal Botanic Gardens, Kew brand to authentically represent the mission and purpose of Royal Botanic Gardens, Kew and strengthen our global position as a world-class science and conservation organisation in need of support.

The requirements are three-fold: extend our brand strategy, create a positioning strategy and deliver brand stories to help with the execution of this strategy.

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: £120,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKI3 - Inner London – West

Main site or place of performance

Inner London – West

II.2.4) Description of the procurement

Develop the current Royal Botanic Gardens, Kew brand to authentically represent the mission and purpose of Royal Botanic Gardens, Kew and strengthen our global position as a world-class science and conservation organisation in need of support.

The requirements are three-fold: extend our brand strategy, create a positioning strategy and deliver brand stories to help with the execution of this strategy.

II.2.5) Award criteria

Quality criterion - Name: Technical Criteria / Weighting: 90

Quality criterion - Name: Presentation Criteria / Weighting: 20

Cost criterion - Name: Commercial Criteria / Weighting: 25

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: [2024/S 000-023192](#)

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

4 September 2024

V.2.2) Information about tenders

Number of tenders received: 20

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

V.2.3) Name and address of the contractor

Heavenly Group Ltd

4th Floor,, 222 Gray's Inn Road,

London

WC1X 8HB

Country

United Kingdom

NUTS code

- UKI - London

National registration number

04401006

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: £120,000

Total value of the contract/lot: £120,000

Section VI. Complementary information

VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement. Contract duration (including extensions) : Original contract 2 years + 1 year potential extension Value of awarded contract including any extensions (including VAT) : £144,000

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GO Reference: GO-20241024-PRO-28271739

VI.4) Procedures for review

VI.4.1) Review body

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

London

Country

United Kingdom