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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](mailto:procurement@kew.org)

#### **Telephone**

+44 2083325816

#### **Country**

United Kingdom

**Region code**

UKI - London

**Internet address(es)**

Main address

[www.kew.org](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**

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

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

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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**

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

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## **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