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Contract

Legacy Campaigns 2025 - 2026

Board of Trustees of the Royal Botanic Gardens Kew

F03: Contract award notice

Notice identifier: 2025/S 000-035216

Procurement identifier (OCID): ocds-h6vhtk-0553ba

Published 25 June 2025, 5:36pm

Section I: Contracting authority

I.1) Name and addresses

Board of Trustees of the Royal Botanic Gardens Kew

THE HERBARIUM

KEW GREEN

TW93AE

Email

procurement@kew.org

Telephone

+44 2083325000

Country

United Kingdom

Region code

UKI75 - Hounslow and Richmond upon Thames

Companies House

PGTT-3583-QXLN

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

Legacy Campaigns 2025 - 2026

Reference number

RBGKEW1443

II.1.2) Main CPV code

- 72221000 - Business analysis consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

To develop and deliver a media strategy for our Legacy Autumn 2025 Campaign and for our Legacy Spring 2026 Campaign.

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: £60,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)

- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

II.2.4) Description of the procurement

To develop and deliver a media strategy for our Legacy Autumn 2025 Campaign and for our Legacy Spring 2026 Campaign.

The scope of requirements is:

- Response to brief
- Audience analysis and scoping
- Audience targeting strategy
- Channel mix proposal
- Creative optimisation
- Establish KPIs and success metrics
- Budget allocation across channel mix
- Optimisation of live campaign
- End of campaign report

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

The supplier is a specialist in the sector and has strong experience in fundraising media buying, specifically in the legacy area. They are also the lead supplier under the Digital Advertising category in the framework, offering specialist marketing support.

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

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

19 June 2025

V.2.2) Information about tenders

Number of tenders received: 1

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

V.2.3) Name and address of the contractor

Influence Digital Ltd

: 40 Whitfield Street, Registered Company Number: 07125666

London

W1T 2RH

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

N/A

The contractor is an SME

No

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

Total value of the contract/lot: £60,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

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

Royal Botanic Gardens, Kew, The Herbarium, Kew Green Richmond,

London

TW9 3AE

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

British Library Digital Advertising and Specialist Marketing Support Framework - Direct Award

Framework information : DIGITAL ADVERTISING AND SPECIALIST MARKETING SUPPORT AGREEMENT REFERENCE: 002162