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Tender

RBGKEW1375 - RBG Kew Visitor Insights Programme (VIP)

Royal Botanic Gardens, Kew

F02: Contract notice

Notice identifier: 2024/S 000-038312

Procurement identifier (OCID): ocids-h6vhtk-04c075

Published 27 November 2024, 2:05pm

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

<http://www.kew.org>

I.3) Communication

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

<https://www.delta-esourcing.com/tenders/UK-UK-Richmond:-Market-research-services./RP8JX5NH87>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-esourcing.com/tenders/UK-title/RP8JX5NH87>

Tenders or requests to participate must be submitted to the above-mentioned address

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

RBGKEW1375 - RBG Kew Visitor Insights Programme (VIP)

Reference number

RBGKEW1375

II.1.2) Main CPV code

- 79310000 - Market research services

II.1.3) Type of contract

Services

II.1.4) Short description

RBG Kew intends to procure a Supplier to carry out an ongoing visitor survey at both Kew Gardens and Wakehurst, to understand visitor profile and motivations and evaluate the visit experience in order to maintain a best-in-class experience. This includes survey review and management of the fieldwork, regular provision of data and KPI reporting, and bi-annual reporting to share key actionable insights and recommendations. The visitor survey is an existing and valuable resource for a wide range of teams across RBG Kew, helping the organisation to make data-driven decisions based on audience trends and visit feedback.

II.1.5) Estimated total value

Value excluding VAT: £426,600

II.1.6) Information about lots

This contract is divided into lots: No

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

RBG Kew intends to procure a Supplier to carry out an ongoing visitor survey at both Kew

Gardens and Wakehurst, to understand visitor profile and motivations and evaluate the visit experience in order to maintain a best-in-class experience. This includes survey review and management of the fieldwork, regular provision of data and KPI reporting, and bi-annual reporting to share key actionable insights and recommendations. The visitor survey is an existing and valuable resource for a wide range of teams across RBG Kew, helping the organisation to make data-driven decisions based on audience trends and visit feedback.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £355,500

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

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

Optional extension clause of up to 24 months

II.2.10) Information about variants

Variants will be accepted: No

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.2.2) Time limit for receipt of tenders or requests to participate

Date

8 January 2025

Local time

12:00pm

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: 3 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

8 January 2025

Local time

12:05pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

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.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Richmond:-Market-research-services./RP8JX5NH87>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/RP8JX5NH87>

GO Reference: GO-20241127-PRO-28679383

VI.4) Procedures for review

VI.4.1) Review body

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

London

Country

United Kingdom