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Planning

## **RBGKEW1471 - Face to face membership sales services**

Royal Botanic Gardens, Kew

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-050629

Procurement identifier (OCID): ocds-h6vhtk-058c5d

Published 21 August 2025, 4:06pm

### **Scope**

### **Reference**

RBGKEW1471

### **Description**

We are looking to procure a supplier to initiate and close membership sales to prospective members face-to-face, on site at Kew Gardens. RBG, Kew has a successful membership scheme with over 100,000 members on around 80,000 memberships. This is made up of around 20,000 new sales and 60,000 renewals each year. We have ambitious plans to double our membership over the coming five years and we are seeking a partnership with a face-to-face membership sales agency to support this ambition.

We have an existing contract in place for this service, and our current contract for this service delivers up to 10% of our annual sales. We are seeking a supplier who can support us to grow this in line with our ambitious plans

Kew Gardens is a popular destination in South West London, currently the 13th most popular visitor attraction in the UK, and the #1 paid outdoor attraction, drawing almost 2

million visitors annually. We have huge potential to convert these visitors to members, and we are seeking a professional, experienced supplier to deliver this membership conversion. Secondary to membership sales, we expect the supplier to also deliver membership upgrades and renewals to existing members.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=975236936>

### **Total value (estimated)**

- £280,000 excluding VAT
- £336,000 including VAT

Above the relevant threshold

### **Contract dates (estimated)**

- 1 April 2026 to 31 March 2028
- Possible extension to 1 April 2030
- 4 years, 1 day

### **Main procurement category**

Services

### **CPV classifications**

- 79342200 - Promotional services
- 79600000 - Recruitment services

- 79620000 - Supply services of personnel including temporary staff
- 98100000 - Membership organisation services

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## **Engagement**

### **Engagement deadline**

29 August 2025

### **Engagement process description**

Internal desk based research being conducted to understand the market and draw up a list of potential suppliers.

Contact with suppliers that have previously applied for similar contracts with RBG Kew to gauge interest in the contract opportunity.

If any other Suppliers are interested in this opportunity please email [procurement@kew.org](mailto:procurement@kew.org) to let us know and we will then inform you when the opportunity is live.

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## **Submission**

### **Publication date of tender notice (estimated)**

4 September 2025

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## **Contracting authority**

### **Royal Botanic Gardens, Kew**

- Public Procurement Organisation Number: PGTT-3583-QXLN

Royal Botanic Gardens, Kew, The Herbarium, Kew Green

Richmond

TW9 3AE

United Kingdom

Contact name: Sarah Jandu

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Region: UKI75 - Hounslow and Richmond upon Thames

Organisation type: Public authority - central government