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Tender

RBGKEW1471 - Face to face membership sales services

Royal Botanic Gardens, Kew

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-053943

Procurement identifier (OCID): ocids-h6vhtk-05942c

Published 4 September 2025, 2:05pm

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.

Membership sales pattern vary significantly depending on peak seasons and visitor flow. As a guide, our strongest sales days generate around 70 onsite sales, and we average around 15 on-site sales per day (through all our on-site channels both the front of house

team and the sales agency)

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.

As well as being highly experienced in delivering sales in a face-to-face environment, we expect the supplier to have a high working knowledge of Kew Gardens and our membership scheme, including:

- Seasonal highlights and familiarity with the Gardens
- Current and future programming and events to draw visitors to a full years of membership
- Membership benefits, including seasonal offers
- RBG, Kew's brand and ethos as a world leading, pioneering scientific institution tackling the global challenges of biodiversity loss and climate change.

Upon appointment, the supplier will be given a full induction covering these points and will receive ongoing training which we expect all staff to attend to ensure they are able to provide knowledgeable and trusted interactions with visitors.

We anticipate the supplier will be experienced working in similar outdoor, visitor attraction environments and will have the necessary workforce to deliver year-round sales, dealing with peaks of visitor numbers which require higher staffing. The staffing pattern will be determined monthly, in collaboration with both RBG Kew and the supplier.

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

<https://www.delta-esourcing.com/tenders/UK-UK-Richmond:-Business-services:-law,-marketing,-consulting,-recruitment,-printing-and-security./9C4US53FT7>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/9C4US53FT7>

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

Description of possible extension:

One extension option up to a maximum of 2 years

Main procurement category

Services

CPV classifications

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79342200 - Promotional services
- 79600000 - Recruitment services
- 79620000 - Supply services of personnel including temporary staff
- 98100000 - Membership organisation services

Contract locations

- UKI3 - Inner London - West

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

23 September 2025, 12:00am

Submission type

Tenders

Deadline for requests to participate

1 October 2025, 12:00pm

Submission address and any special instructions

<https://www.delta-esourcing.com/tenders/UK-Richmond:-Business-services:-law,-marketing,-consulting,-recruitment,-printing-and-security./9C4US53FT7>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

7 January 2026

Award criteria

Name	Description	Type	Weighting
Sales Generation	Sales Generation	Quality	30%
Day Rates	Day Rates	Price	20%
Staff Management	Staff Management	Quality	15%
Working with an organisation	Partnership	Quality	15%
Add on sales techniques	Add on sales	Quality	10%
EDI	EDI	Quality	10%

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

Stage 1 - Procurement Specific Questionnaire. The questionnaire will be used to assess suitable suppliers using conditions of participation questions. The top 5 highest scoring suppliers will be invited to Stage 2 Tender

Stage 2 - Tender Submission and supplier presentations

Documents

Associated tender documents

[Part 1_ITT_F2F Membership Sales Services \(READ THIS FIRST\).pdf](#)

Instructions to tender for whole process

[Part 2_Specification_F2F Membership Sales FINAL.pdf](#)

Specification of requirements for the contract

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