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Contract

RBGKEW1483 Legacy Proposition Development

Board of Trustees of the Royal Botanic Gardens Kew

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-077658

Procurement identifier (OCID): ocds-h6vhtk-05ea1a

Published 27 November 2025, 12:42pm

Scope

Reference

RBGKEW1483

Description

We are looking for support from a specialist legacy consultancy to develop a legacy marketing proposition using the new brand framework. The objective is to develop a proposition that uses Kew's cause messaging to grow awareness of legacy giving at Kew, inspires new audiences to enquire about leaving a legacy to Kew in their Will and helps engage our current enquirer and intends base.

The scope of this project it:

- Strategy development and audience insight
- Proposition development
- Key messages

- Case studies

Creative development, media buying and activation are not part of this brief.

Contract 1

Supplier

- Legacy Futures

Contract value

- £36,000 excluding VAT
- £43,200 including VAT

Below the relevant threshold

Date signed

3 November 2025

Contract dates

- 3 November 2025 to 31 October 2026
- Possible extension to 30 October 2027
- 1 year, 11 months, 28 days

Description of possible extension:

1 Year.

Main procurement category

Services

CPV classifications

- 79413000 - Marketing management consultancy services

Contract locations

- 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)

Procedure

Procedure type

Below threshold - without competition

Supplier

Legacy Futures

The Gridiron Building Pancras Square

London

N1C 4AG

United Kingdom

Email: hello@legacyfutures.com

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

Board of Trustees of the Royal Botanic Gardens Kew

- Charity Commission (England and Wales): 803428
- Public Procurement Organisation Number: PGTT-3583-QXLN

THE HERBARIUM

KEW GREEN

TW9 3AE

United Kingdom

Email: procurement@kew.org

Region: UKI75 - Hounslow and Richmond upon Thames

Organisation type: Public authority - central government