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Contract

RBGKEW1117 Media Buying Agency Framework Wakehurst

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 000-084632

Procurement identifier (OCID): ocds-h6vhtk-05f9b5

Published 18 December 2025, 5:23pm

Scope

Reference

RBGKEW1117

Description

Use of GUM for booking media including out of home ads, audio, and programmatic digital, alongside providing guidance on locations to book and performance analysis.

Contract 1

Supplier

- Ground Up Media LTD

Contract value

- £100,000 excluding VAT
- £120,000 including VAT

Below the relevant threshold

Date signed

18 December 2025

Contract dates

- 1 February 2026 to 31 January 2027
- 1 year

Main procurement category

Services

CPV classifications

- 72212520 - Multimedia software development 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

Ground Up Media LTD

- Companies House: 09490804

15 West Street,

Brighton

BN1 2RL

United Kingdom

Email: rowan@groundupmedia.co.uk

Region: UKJ21 - Brighton and Hove

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