

United Kingdom-London: Market and economic research; polling and statistics
OJ S 89/2016 07/05/2016
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: The National Gallery

Postal address: Trafalgar Square

Town: London

NUTS code: UK11 Inner London

Postal code: WC2N 5DN

Country: United Kingdom

E-mail: contracting@ng-london.org.uk

Internet address(es):

Main address: <http://www.nationalgallery.org.uk>

I.4. Type of the contracting authority

Other type: gallery

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

New Digital Service Programme.

II.1.2. Main CPV code

79300000 Market and economic research; polling and statistics

II.1.3. Type of contract

Services

II.1.4. Short description

The New Digital Services programme (NDS) is an ambitious set of activities to deliver the National Gallery's latest digital objectives, and produce the Gallery's next generation of digital products. The NDS programme team will embark on a 6 month planning phase to develop design concepts for a new website and other digital products (Lot 2), supported by a clear tone of voice and content strategy (Lot 1).

The Wayfinding Redesign project (Lot 3) will improve and renew the current system of internal and external signage, in both digital and physical formats.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 217 475,00 GBP

II.2. Description

II.2.1. Title

Brand and content concept production

Lot No: 1

II.2.2. Additional CPV code(s)

79300000 Market and economic research; polling and statistics, 92000000 Recreational, cultural and sporting services, 92500000 Library, archives, museums and other cultural services, 79930000 Specialty design services

II.2.3. Place of performance

NUTS code: UKI1 Inner London

Main site or place of performance: Inner London.

II.2.4. Description of the procurement

The Gallery will commission an external agency with experience of working with major heritage brands in producing high quality and personalised content, to work with the National Gallery Communications department and other major internal stakeholders to consolidate the Gallery's brand proposition and to develop a content and tone of voice tool-kit.

II.2.5. Award criteria

Quality criterion - Name: Methodology / Weighting: 15

Quality criterion - Name: Resources and schedule / Weighting: 20

Quality criterion - Name: Deliverables / Weighting: 10

Quality criterion - Name: Quality assurance / Weighting: 5

Quality criterion - Name: Pitch / Weighting: 20

Cost criterion - Name: Price / Weighting: 30

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

II.2.14. Additional information

II.2. Description

II.2.1. Title

Digital concept production

Lot No: 2

II.2.2. Additional CPV code(s)

79300000 Market and economic research; polling and statistics

II.2.3. Place of performance

NUTS code: UKI1 Inner London

Main site or place of performance: Inner London.

II.2.4. Description of the procurement

The Gallery will commission an external agency with experience of the multi-platform digital design, to work with the National Gallery Communications department and other major internal stakeholders to develop concepts for our next generation of digital products.

II.2.5. Award criteria

Quality criterion - Name: Methodology / Weighting: 10

Quality criterion - Name: Resources and schedule / Weighting: 10

Quality criterion - Name: Deliverables / Weighting: 20

Quality criterion - Name: Quality assurance / Weighting: 15

Quality criterion - Name: Pitch / Weighting: 20

Cost criterion - Name: Price / Weighting: 25

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

II.2.14. Additional information

II.2. Description

II.2.1. Title

Wayfinding redesign

Lot No: 3

II.2.2. Additional CPV code(s)

79300000 Market and economic research; polling and statistics, 79930000 Specialty design services, 92000000 Recreational, cultural and sporting services, 92500000 Library, archives, museums and other cultural services

II.2.3. Place of performance

NUTS code: UKI1 Inner London

Main site or place of performance: Inner London.

II.2.4. Description of the procurement

The Gallery will commission an external agency with experience of designing exceptional navigation solutions for public spaces, to work with the National Gallery Communications department and other major internal stakeholders to design a new or improved wayfinding scheme throughout all external and internal areas.

II.2.5. Award criteria

Quality criterion - Name: Methodology / Weighting: 15

Quality criterion - Name: Resources and schedule / Weighting: 10

Quality criterion - Name: Deliverables / Weighting: 20

Quality criterion - Name: Quality assurance / Weighting: 10

Quality criterion - Name: Pitch / Weighting: 20

Cost criterion - Name: Price / Weighting: 25

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

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2015/S 227-413395](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Lot No: 1

Title:

Brand and Content Concept Development

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

29/04/2016

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Fabrique (Design, communicatie and nieuwe media) BV

Postal address: Prof Snijdersstraat 5

Town: Delft

NUTS code: NL333 Delft en Westland

Postal code: 2628 RA

Country: Netherlands
The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 80 000,00 GBP
Total value of the contract/lot: 77 650,00 GBP

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Lot No: 2

Title:

Digital Design Concepts production

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

29/04/2016

V.2.2. Information about tenders

Number of tenders received: 5
Number of tenders received from tenderers from other EU Member States: 1
Number of tenders received from tenderers from non-EU Member States: 0
Number of tenders received by electronic means: 5
The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Fabrique (Design, communicatie and nieuwe media) BV
Postal address: Prof Snijdersstraat 5
Town: Delft
NUTS code: NL333 Delft en Westland
Postal code: 2628 RA
Country: Netherlands
The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 40 000,00 GBP
Total value of the contract/lot: 39 825,00 GBP

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Lot No: 3

Title:

Wayfinding Redesign

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

29/04/2016

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: AIG Edenspiekermann Ltd (trading as Applied Wayfinding)

Postal address: 3rd Floor, 22 Stukeley Street

Town: London

NUTS code: UK11 Inner London

Postal code: WC2B 5LR

Country: United Kingdom

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 110 000,00 GBP

Total value of the contract/lot: 100 000,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

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.

To view this notice, please click here: <https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=201545679>

GO Reference: GO-201656-PRO-8169031.

VI.4. Procedures for review

VI.4.1. Review body

Official name: The National Gallery

Postal address: Trafalgar Square

Town: London

Postal code: WC2N 5DN

Country: United Kingdom

VI.5. Date of dispatch of this notice

06/05/2016