

Request for Quotation – Guidance Document

Contract Reference: RBGKEW1134

Kew Summer Festival Artwork 2023

This document is for information

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**Section One: Instructions**

1. Introduction

The Board of Trustees of the Royal Botanic Gardens, Kew (“RBG Kew”) invites you to submit a quotation for Kew Summer Festival Artwork 2023.

This request for Quotation (RfQ) has been advertised publicly on [**Contracts Finder**](https://www.contractsfinder.service.gov.uk/Search)**.**

This Request for Quotation comprises of the following documents:

|  |  |
| --- | --- |
| Guidance Document (this document) | For Information |
| Standard Selection Questionnaire | **For Completion** |

1. Communications and Clarifications

The contact at RBG Kew for this tender is: Sarah Jandu, Procurement Manager

All communications with Kew, including the submission of Tenders, must be conducted via the tendering portal <https://defra.bravosolution.co.uk/web/login.html>. No hard copy documents will be issued to Suppliers.

If you are experiencing technical difficulties whilst using the tendering portal, please contact the helpline via phone 0800 069 8630 or email [**help@bravosolution.co.uk**](mailto:help@bravosolution.co.uk)

Please contact [**procurement@kew.org**](mailto:procurement@kew.org) if you have not been able to resolve the issues via helpline and cannot access the tendering portal.

Please note suppliers should monitor the tendering portal regularly throughout the tender process for messages/clarifications from RBG Kew. RBG Kew questions should be answered promptly.

1. Confidentiality

The contents of this RfQ are being made available to the Suppliers for the purpose of providing a quotation for the requirements detailed in the Brief. Suppliers are not authorised to use this information for any other purpose without the permission of RBG Kew.

1. Freedom of Information and Environmental Information

RBG Kew is subject to both the Freedom of Information Act and the Environmental Information Act and may be required to disclose information submitted by the Supplier to the to RBG Kew.

In respect of any information submitted by a Supplier that it considers to be commercially sensitive the Supplier should:

* Clearly identify such information as commercially sensitive;
* Explain the potential implications of disclosure of such information; and
* provide an estimate of the period during which the Supplier believes that such information will remain commercially sensitive.

Where a Supplier identifies material as commercially sensitive, RBG Kew will endeavour to maintain confidentiality. Suppliers should note, however, that, even where information is identified as commercially sensitive, RBG Kew may be required to disclose such information, under its responsibilities as a non-departmental public body and/or in accordance with the FoIA or the EIR. RBG Kew is required to form an independent judgment concerning whether the information is exempt from disclosure under the FoIA or the EIR and whether the public interest favours disclosure or not. Accordingly, RBG Kew cannot guarantee that any information marked ‘confidential’ or “commercially sensitive” will not be disclosed.

In addition to the FOIA and the EIR, we are also subject to the UK General Data Protection Regulation, the Data Protection Act 2018 and the Privacy & Electronic Communication Regulations 2003. We will process any personal data pursuant to these, and any subsequent and/or superseding, laws. If you are awarded the contract, we will take steps to implement all relevant safeguards under data protection law to ensure the lawful transfer and processing personal data. This includes, but is not limited to, data protection contractual clauses, data protection impact assessments and further data protection due diligence. It is preferred that Suppliers be established in the UK and that personal data be hosted in the UK. If the provider is established overseas or data will be hosted overseas, the provider must specify the data transfer mechanism and how personal data will be safeguarded when transferred.

Suppliers should familiarise themselves with the ‘Privacy notice for suppliers’, which details the personal data we collect and the purposes for which we use it: <https://www.kew.org/about-us/reports-and-policies/procurement>.

1. Contract

This RfQ is subject to the terms and conditions detailed in Section 3 of this document.

The period of the initial contract is intended to be 10 months.

The allocated budget for this requirement is £20,000 excluding VAT. Quotations received that exceed the available budget will not be considered further.

1. Timetable

The timescales for this RfQ are as follows:

|  |  |
| --- | --- |
| **Date** | **Stage** |
| 01/12/2022 | RfQ issued |
| 04/01/2023 – 12:00pm | Deadline for Supplier Questions |
| 09/01/2023 - 10:00am | Deadline to submit Quotation |
| 10/01/2023 – 18/01/2023 | Evaluation and Clarification Period |
| 19/01/2023 | Notify Suppliers of decision |
| ASAP | Contract Commencement |

1. Quotation Submission

Quotations must be submitted via the tendering portal no later than the date and time specified within the timetable above.

IMPORTANT NOTE – Please take time to familiarise yourself with using the tendering portal well in advance of the tender submission deadline.

Your Quotation should remain open for acceptance for a period of 30 days from the submission deadline date.

Your Quotation must be uploaded to the tendering portal as follows

|  |  |
| --- | --- |
| **Tendering Portal Area** | **Required Documents/Information** |
| Response Form | Standard Selection Questionnaire |
| Response Form | Single pdf document containing the following information   * Response to the Brief * Previous Experience * Total cost to complete the project requirements |
| Additional Attachments | Additional Relevant Supporting Documentation |

Please note – we are unable to accept ‘pages’ documents.

1. Evaluation

The Quotations received will be evaluated in accordance with the following model.

**Stage 1 – Standard Selection Questionnaire**

Standard Government Questionnaire to establish the Supplier is legally compliant. Only Suppliers that pass this stage will continue to Stage 2.

**Stage 2 – Response to the Brief**

|  |  |
| --- | --- |
| **Quality Requirements** | **Weighting** |
| 1. Response to Brief (no more than 500 words)  Consider the brief and ‘further information’ sections, please tell us:   * Why you would like to work with Kew * How you would approach the brief   Please also include visuals such as mood boards, concept sketches and references. | 50 |
| 2. Previous Experience (no more than 500 words)  Considering the brief, please provide examples of two previous creative projects you have developed and delivered that you think have relevance to the project. | 30 |
| **Pricing** | **Weighting** |
| Total Cost – please provide a breakdown of your quoted fees. All travel and subsistence must be included. All costs are excluding VAT | 20 |
| **Total** | **100** |

**Scoring Scale for technical Criteria**

|  |  |  |
| --- | --- | --- |
| **5** | **Very Good** | Response is completely relevant and excellent overall. The response is comprehensive, unambiguous and demonstrates a thorough understanding of the requirement and provides details of how the requirement will be met in full. |
| **4** | **Good** | Response is relevant and good. The response is sufficiently detailed to demonstrate a good understanding and provides details on how the requirements will be fulfilled. |
| **3** | **Satisfactory** | Response is relevant and acceptable. The response addresses a broad understanding of the requirement but may lack details on how the requirement will be fulfilled in certain areas. |
| **2** | **Poor** | Response is partially relevant but generally poor. The response addresses some elements of the requirement but contains insufficient/limited detail or explanation to demonstrate how the requirement will be fulfilled. |
| **1** | **Very poor** | Response is partially relevant but generally very poor. The response addresses some elements of the requirement but contains insufficient/limited detail or explanation to demonstrate how the requirement will be fulfilled. |
| **0** | **Unsatisfactory** | Nil or inadequate response. Fails to demonstrate an ability to meet the requirement. |

Commercial criteria will be evaluated on a Total Cost basis to ensure that solutions can be compared equally. A Total Cost for each commercial element of the tender will be calculated as follows:

* The lowest price will receive the maximum marks available
* The financial scores of the other Suppliers will be calculated using the following formula:

**Supplier’s Score = (Lowest Price/Supplier’s Price) x available marks**

**Section two: Brief**

**Royal Botanic Gardens, Kew - Summer 2023 Creative Commission**

**Context**

The Royal Botanic Gardens, Kew is a world-leading plant science institute and UNESCO World Heritage Site. Our mission is to understand and protect plants and fungi for the well-being of people and the future of all life on Earth. Our goal is to end the extinction crisis and to help create a world where nature is protected, valued by all, and managed sustainably.

In 2019 RBG Kew received 2.3 million visitors, placing us among the 10 most visited attractions in London and demonstrating our extraordinary connection with visitors.

Within RBG Kew, the Visitor Programmes team curate and produce a varied programme of festivals, exhibitions, and events across the year, which create exciting connections with Kew’s 400 scientists, 300 Horticulturalists and extensive history. We work closely with artists and creative partners to engage and inspire all our visitors, and we are passionate about opportunities for unique and unexpected proposals.

About RBG Kew: https://www.youtube.com/watch?v=OvWur69eVbE

Our mission: <https://www.kew.org/about-us/our-mission-and-priorities>

1. **Summer 2023 Creative Commission**

In 2023 Kew will invite 100 inspiring individuals from across arts and culture to share their ‘voices’ inspiring visitors to connect with nature through their visit to Kew Gardens – one of the most biodiverse places on the planet. This will form the basis of Kew’s Summer Programme, which will run from 27 May – 3 September 2023.

The commission will be to bring these words to life physically at Kew Gardens, creating a ‘must-see’ cultural attraction that will be intriguing, joyous and inspirational to Kew’s visitors. Each individual message will be written content and will be displayed in a physical medium, for example as flags, plinths, billboards etc, which will be referred to as the ‘Voices’.

There will also be one central physical structure which we refer to as ‘Central Hub’ for the programme, where visitors can learn more about the messages and the people who have written them. This physical space will be located close to Victoria Gate, the busiest visitor entrance to Kew Gardens. It may sometimes be staffed, and there will be additional programme content based in this central space (additional written content, possibly film/audio, temporary site for small events, start/end point for guided walks etc).

These two elements of the programme must create a real visual spectacle in the Gardens, that will entice visitors to explore and learn more.

1. **The Brief**

We are seeking a creative lead (individual or a practice) to develop the design and display of the ‘Voices’ and ‘Central hub’. The successful applicant will be responsible for:

**Concept**: Creating a series of visual identity and design routes for the project, which will include:

1. ‘Voices’ display format design, (including: the physical form, materiality, the graphic design, the arrangement within the gardens)
2. The design of the ‘Central Hub’ (including design of all 2D elements, informing the 3D elements)
3. Creating a striking visual identity palette that will be for the entire programme. This includes the design of the ‘Voices’, the ‘Central Hub’ and other miscellaneous items (print/ digital assets/templates) to be agreed. Full detailed list of deliverables to be agreed following the tender stage.

**Development**: development of designs working closely with RBG Kew

**Artwork**: final artwork created in collaboration with fabricators and RBG Kew

**Delivery:** Supervision of install where necessary working in collaboration with fabricators and RGB Kew

1. **Further information**

**‘Voices’ written content**

The Summer programme content should be presented in a way which causes visitors to stop and explore. It should be presented in a way that is visually surprising, contrasting against the formal botanical gardens backdrop of the Kew Gardens site. The tone of the ‘Voices’ will be hopeful, inspiring and provocative, their physical representation should reflect this.

Additional considerations:

* Content: It is anticipated that each ‘voice’ will be predominantly written content of approximately 20 words. It may be a question, a lyric, a ritual etc. Each will be submitted by a cultural icon (artist, musician, writer, filmmaker etc) and be in response to ideas of reconnecting with nature in an age of climate and biodiversity crisis;
* Format: the messages will need to stand out clearly against a green/natural space, and not be lost in the large open spaces;
* Accessibility: the messages themselves should be clear and easy to read for all our diverse visitors;
* Robustness: All content/ structures will be out in all weathers, wind, rain, heat etc;
* Sustainability: the materials chosen, the sourcing and post-programme future of all designed aspects should be well considered at all stages of design process.

**‘Central hub’**

This physical structure is anticipated to be a reflective space, where visitors can be introduced to the Summer programme and gather more information about the individuals behind the ‘voices’. There should be places to sit, space for programme content, photographs or audio. We would also like there to be a participatory opportunity where visitors of all background are invited to add their own responses to the programme in a creative way. Additional considerations:

The size of the space available will be approximately 12x12m, or 144sqm

* Robustness: The ‘Central Hub’ will need to stand in all weathers, wind, rain, heat etc and will be utilised by many thousands of visitors
* Accessibility: the messages themselves should be clear and easy to read for all our diverse visitors;
* Participation: As part of the design we would like there to be an opportunity for visitor to respond to the programme and/or some of the specific ‘voices’ content. However this evolves, this aspect needs to consider how a very wide range of visitors might engage. Kew attracts large numbers of families, intergenerational groups, international tourists, schools/community groups as well as regular visitors such as our members;
* Sustainability: the materials chosen, the sourcing and post-programme future of all designed aspects should be well considered at all stages of design process.

RBG Kew will appoint a 3D designer and fabricator for this project, and successful applicants will work collaboratively with those teams. However, if the creative lead already has previous contacts or regulator collaborators in these areas, RBG Kew would welcome further discussion around that.

**Visual identity**

The visual identity should stand out boldly from the background of the Garden, creating a visual feel that should be easily identifiable throughout the Gardens. Large, bright, bold designs work well in the space. The visual identity should tie all the elements together, so that visitors can easily identify the different elements where they find them. Additional considerations:

Application: consider how the visual identity could be physically applied to the ‘Voices’ and ‘Central Hub’

RBG Kew internal design team will be creating the Summer marketing campaign; digital assets for website and social media; temporary signage and other print/digital materials. We will require an agreed visual palette (colours, any image assets, typography etc) from the creative lead that can be translated by RBG Kew internal team for miscellaneous designed items that are outside the scope of this brief.

**Budget**

The total budget for the project is £120,000.00

This will be broken down as follows

* Between £15,000 to £20,000 for creative lead (fee) to include all expenses
* £105,000.00 for fabrication/build and deinstall on site.

**Timeline**

|  |  |
| --- | --- |
| 9th January 2023 | Deadline for submissions |
| 19th January 2023 | Creative Lead appointed |
| End of January 2023 | Working concept |
| End of February 2023 | Finessed concept |
| Beginning of March 2023 | 50% ‘Voices’ content supplied for design |
| Beginning of April 2023 | Remaining 50% ‘Voices’ content supplied for design |
| April 2023 | Artwork to fabrication |
| Beginning of May 2023 | Install begins |
| 19th May 2023 | Install complete |
| 27th May 2023 | Formal launch |

**Site information**

**Map**

**Diagram

Description automatically generated**

**Image of ‘Central Hub’ location**

**A picture containing grass, outdoor, tree, golf

Description automatically generated**

**Further Information**

If you would like to visit Kew Gardens as research towards a submission, please email [k.solecki@kew.org](mailto:k.solecki@kew.org) to arrange a visit.

**Section three: Contract Terms and Conditions**



A copy of this document is also available in the tendering portal