

UK-London: market research services

2008/S 182-241883

CONTRACT NOTICE

Services

SECTION I: CONTRACTING AUTHORITY

I.1) NAME, ADDRESSES AND CONTACT POINT(S):

Central Office of Information, Hercules House, Hercules Road, UK-London SE1 7DU . Tel. 020 72 61 88 10. E-mail: procurement@coi.gsi.gov.uk. Fax 020 79 28 50 37.

Internet address(es):

General address of the contracting authority: www.coi.gov.uk.

Address of the buyer profile: www.coi.bravosolution.com.

Further information can be obtained at: As in above-mentioned contact point(s).

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained at: As in above-mentioned contact point(s).

Tenders or requests to participate must be sent to: As in above-mentioned contact point(s).

I.2) TYPE OF THE CONTRACTING AUTHORITY AND MAIN ACTIVITY OR ACTIVITIES:

Ministry or any other national or federal authority, including their regional or local sub-divisions.
General public services.

The contracting authority is purchasing on behalf of other contracting authorities: no.

SECTION II: OBJECT OF THE CONTRACT

II.1) DESCRIPTION

II.1.1) Title attributed to the contract by the contracting authority:

UK-London: fr/08/004 market research.

II.1.2) Type of contract and location of works, place of delivery or of performance:

Services.

Service category: No 10.

Main place of performance: London.

NUTS code: UKI.

II.1.3) The notice involves:

The establishment of a framework agreement.

II.1.4) Information on framework agreement:

Framework agreement with several operators.

Maximum number of participants to the framework agreement envisaged: 120.

Duration of the framework agreement: Duration in year(s): 4

Estimated total value of purchases for the entire duration of the framework agreement:

Estimated value excluding VAT: 80 000 000 GBP.

II.1.5) Short description of the contract or purchase(s):

The authority in 1.1 is seeking to award a 4-year framework agreement to a range of market research services suppliers. COI is a UK government department providing marketing communications and consultancy services to over 300.

UK government client organisations.

Our role is to work with our clients to create communications which help them to achieve their policy, business. And delivery objectives.

To do this, we need to have frameworks covering the full range of marketing communications and consultancy activity.

COI seeks to work with its clients in as flexible a way as possible. However, because COI acts as a central Purchasing body in the context of the Public Contract Regulations 2006, COI must issue all contracts awarded under this framework.

Each time a contract is to be competed for, COI will agree with its client how the capability criteria for each Lot, as required by the Regulations, will be applied to identify which suppliers will be invited to take part in a Mini-competition for the contract.

COI will also agree with its client whether the resulting day-to-day management of the contract will be carried out:

Directly by COI on behalf of its client(s),

Jointly by COI and its client(s) working together,

Directly by COI's client. Market research services.

II.1.6) **Common procurement vocabulary (CPV):**

79310000.

II.1.7) **Contract covered by the Government Procurement Agreement (GPA):**

II.1.8) **Division into lots:**

Yes.

Tenders should be submitted for: one or more lots.

II.1.9) **Variants will be accepted:**

No.

II.2) **QUANTITY OR SCOPE OF THE CONTRACT**

II.2.1) **Total quantity or scope:**

II.2.2) **Options:**

II.3) **DURATION OF THE CONTRACT OR TIME-LIMIT FOR COMPLETION:**

INFORMATION ABOUT LOTS

LOT NO 1

TITLE: UK-London: fr/08/004 market research

1) **SHORT DESCRIPTION:**

Lot 1 - Qualitative Research. This lot is for the provision of Qualitative Research services. To apply for this lot, agencies must have at least one in-house moderator (this can be the proprietor if you are a single person supplier) and you must have MRS membership either on an individual or a corporate basis. You will need to demonstrate a track record across clients and sectors (but public sector experience is not mandatory). We are looking for generalist as well as specialist agencies, both large and small. Market research services.

2) **COMMON PROCUREMENT VOCABULARY (CPV):**

79310000.

- 3) **QUANTITY OR SCOPE:**
- 4) **INDICATION ABOUT DIFFERENT DATE FOR DURATION OF CONTRACT OR STARTING/COMPLETION:**
- 5) **ADDITIONAL INFORMATION ABOUT LOTS:**
The Qualitative Research lot will be sub-divided into two categories - Face to face/telephone and online. These will be added to the Lot as 'Labels' and agencies can apply for one or more of the labels listed. During the pre-qualification stage, applicants will be asked to provide evidence to support their capability under the lot. Once an applicant has been accepted onto a lot, COI will use a pre-qualification process to select those who are capable of delivering a service under a particular lot. Those found to be capable following the evaluation of the pre-qualification process, will be invited to mini-competition for a particular requirement under the framework. If there is only one suitable capable supplier they will be chosen without a mini-competition.

LOT NO 2

TITLE: UK-London: fr/08/004 market research

- 1) **SHORT DESCRIPTION:**
Lot 2 - Quantitative Research. This Lot is for the provision of Quantitative Research services. To apply for this lot, you must have MRS membership either on an individual or corporate basis. You will need to demonstrate a track record across clients and sectors (but public sector experience is not mandatory). We are looking for generalists as well as specialist agencies, both large and small. Market research services.
- 2) **COMMON PROCUREMENT VOCABULARY (CPV):**
79310000.
- 3) **QUANTITY OR SCOPE:**
- 4) **INDICATION ABOUT DIFFERENT DATE FOR DURATION OF CONTRACT OR STARTING/COMPLETION:**
- 5) **ADDITIONAL INFORMATION ABOUT LOTS:**
The requirement for Quantitative Research lot will be sub-divided into three categories - Face to face; online and Telephone. These will be added to the Lot as 'Labels' and agencies can apply for one or more of the labels listed. During the pre-qualification stage, applicants will be asked to provide evidence to support their capability under.
The lot. Once an applicant has been accepted onto a lot, COI will use a pre-qualification process to select those who are capable of delivering a service under a particular lot. Those found to be capable following the evaluation of the pre-qualification process, will be invited to mini-competition for a particular requirement under the framework. If there is only one suitable capable supplier they will be chosen without a mini-competition.

LOT NO 3

TITLE: UK-London: fr/08/004 market research

- 1) **SHORT DESCRIPTION:**
Lot 3 - Deliberative Engagement. This Lot is for the provision of Deliberative Engagement services. To apply for this lot, agencies will need to demonstrate a track record in this kind of work for public sector clients. We will not consider you for the summit or forum labels if you do not have at least one in-house lead facilitator. Market research services.
- 2) **COMMON PROCUREMENT VOCABULARY (CPV):**
79310000.
- 3) **QUANTITY OR SCOPE:**
- 4) **INDICATION ABOUT DIFFERENT DATE FOR DURATION OF CONTRACT OR STARTING/COMPLETION:**

5) **ADDITIONAL INFORMATION ABOUT LOTS:**

The Deliberative Engagement lot will be sub-divided into five categories - Large Scale Summits (eg. 500+ participants in one venue); Multiple Site Citizens Forums (eg. 5 simultaneous events of 100 people); Individual Citizens Forums (eg. 50-100 participants); Citizens Juries and Deliberative Research (eg. workshops or groups using deliberative techniques). These will be added to the Lot as 'Labels' and agencies can apply for one or more of the labels listed. During the pre-qualification stage, applicants will be asked to provide evidence to support their capability under the lot. Once an applicant has been accepted onto a lot, COI will use a pre-qualification process to select those who are capable of delivering a service under a particular lot. Those found to be capable following the evaluation of the pre-qualification process, will be invited to mini-competition for a particular requirement under the framework. If there is only one suitable capable supplier they will be chosen without a mini-competition.

LOT NO 4

TITLE: UK-London: fr/08/004 market research

1) **SHORT DESCRIPTION:**

Lot 4 - Desk Research. This lot is for the provision of Desk Research. To apply for this lot you will need to demonstrate a track record of this kind of work. Evidence of publication will be advantageous but contacts willing to act as referees are mandatory. Market research services.

2) **COMMON PROCUREMENT VOCABULARY (CPV):**

79310000.

3) **QUANTITY OR SCOPE:**

4) **INDICATION ABOUT DIFFERENT DATE FOR DURATION OF CONTRACT OR STARTING/COMPLETION:**

5) **ADDITIONAL INFORMATION ABOUT LOTS:**

The Desk Research Lot will be sub-divided into two categories - Evidence Review of Provided Sources and Sourcing and Reviewing New Material. These will be added to the lot as 'Labels' and agencies can apply for one or more of the labels listed. During the pre-qualification stage, applicants will be asked to provide evidence to support their capability under the lot. Once an applicant has been accepted onto a lot, COI will use a pre-qualification process to select those who are capable of delivering a service under a particular lot. Those found to be capable following the

Evaluation of the pre-qualification process, will be invited to mini-competition for a particular requirement under the framework. If there is only one suitable capable supplier they will be chosen without a mini-competition.

LOT NO 5

TITLE: UK-London: fr/08/004 market research

1) **SHORT DESCRIPTION:**

Lot 5 - Omnibus. This lot is for the provision of Omnibus. To apply for this lot, you must run your own omnibus services, and supply details for each of the omnibus services you would like to be considered for, along with rate cards. To apply for this lot, you must have MRS membership either on an individual or corporate basis. Market research services.

2) **COMMON PROCUREMENT VOCABULARY (CPV):**

79310000.

3) **QUANTITY OR SCOPE:**

4) **INDICATION ABOUT DIFFERENT DATE FOR DURATION OF CONTRACT OR STARTING/COMPLETION:**

5) **ADDITIONAL INFORMATION ABOUT LOTS:**

The Omnibus lot will be sub-divided into 3 categories - face to face; telephone and online. These will be added to the lot as 'Labels' and agencies can apply for one or more of the labels listed. During the pre-qualification stage, applicants will be asked to provide evidence to support their capability under the lot. Once an applicant has been accepted onto a lot, COI will use a pre-qualification process to select those who are capable of delivering a service under a particular lot. Those found to be capable following the evaluation of the pre-qualification process, will be invited to mini-competition for a particular requirement under the framework. If there is only one suitable capable supplier they will be chosen without a mini-competition.

SECTION III: LEGAL, ECONOMIC, FINANCIAL AND TECHNICAL INFORMATION

III.1) CONDITIONS RELATING TO THE CONTRACT

III.1.1) Deposits and guarantees required:

III.1.2) Main financing conditions and payment arrangements and/or reference to the relevant provisions regulating them:

III.1.3) Legal form to be taken by the group of economic operators to whom the contract is to be awarded:

III.1.4) Other particular conditions to which the performance of the contract is subject:

No.

III.2) CONDITIONS FOR PARTICIPATION

III.2.1) Personal situation of economic operators, including requirements relating to enrolment on professional or trade registers:

Information and formalities necessary for evaluating if requirements are met: (a) is bankrupt or is being wound up, where his affairs are being administered by the court, where he has entered into an arrangement with creditors, where he has suspended business activities or is in any analogous situation arising from a similar procedure under national laws and regulations;

(b) is the subject of proceedings for a declaration of bankruptcy, for an order for compulsory winding up or administration by the court or of an arrangement with creditors or of any other similar proceedings under national laws and regulations;

(c) has been convicted by a judgment which has the force of res judicata in accordance with the legal provisions of the country of any offence concerning his professional conduct;

(d) has been guilty of grave professional misconduct proven by any means which the contracting authorities can demonstrate;

(e) has not fulfilled obligations relating to the payment of social security contributions in accordance with the legal provisions of the country in which he is established or with those of the country of the contracting authority;

(f) has not fulfilled obligations relating to the payment of taxes in accordance with the legal provisions of the country in which he is established or with those of the country of the contracting authority;

(g) is guilty of serious misrepresentation in supplying the information required under this Section or has not supplied such information;

(h) has been the subject of a conviction for participation in a criminal organisation, as defined in Article 2(1) of Council Joint Action 98/733/JHA;

(i) has been the subject of a conviction for corruption, as defined in Article 3 of the Council Act of 26.5.1972 and Article 3(1) of Council Joint Action 98/742/JHA3 respectively;

(j) has been the subject of a conviction for fraud within the meaning of Article 1 of the Convention relating to the protection of the financial interests of the European Communities;

(k) has been the subject of a conviction for money laundering, as defined in Article 1 of Council Directive 91/308/EEC of 10.6.1991 on prevention of the use of the financial system for the purpose of money laundering.

III.2.2) Economic and financial capacity:

III.2.3) **Technical capacity:**

III.2.4) **Reserved contracts:**

No.

III.3) **CONDITIONS SPECIFIC TO SERVICES CONTRACTS**

III.3.1) **Execution of the service is reserved to a particular profession:**

No.

III.3.2) **Legal entities should indicate the names and professional qualifications of the staff responsible for the execution of the service:**

SECTION IV: PROCEDURE

IV.1) **TYPE OF PROCEDURE**

IV.1.1) **Type of procedure:**

Restricted.

IV.1.2) **Limitations on the number of operators who will be invited to tender or to participate:**

IV.1.3) **Reduction of the number of operators during the negotiation or dialogue:**

IV.2) **AWARD CRITERIA**

IV.2.1) **Award criteria:**

The most economically advantageous tender in terms of the criteria stated below:

NO. Technical expertise. Weighting:

NO. Creativity. Weighting:

NO. Quality of thinking. Weighting:

NO. Provide actionable insight. Weighting:

NO. Demonstration of Expertise in Specialisms/Audiences. Weighting:

NO. Membership of Professional Bodies. Weighting:

NO. Track record. Weighting:

NO. Financial stability. Weighting:

NO. Organisational information. Weighting:

IV.2.2) **An electronic auction will be used:**

No.

IV.3) **ADMINISTRATIVE INFORMATION**

IV.3.1) **File reference number attributed by the contracting authority:**

FR/08/004 Market Research.

IV.3.2) **Previous publication(s) concerning the same contract:**

IV.3.3) **Conditions for obtaining specifications and additional documents or descriptive document**

Payable documents: no.

IV.3.4) **Time-limit for receipt of tenders or requests to participate:**

24.10.2008 - 17:00.

IV.3.5) **Date of dispatch of invitations to tender or to participate to selected candidates:**

1.12.2008.

IV.3.6) **Language(s) in which tenders or requests to participate may be drawn up:**

English.

IV.3.7) **Minimum time frame during which the tenderer must maintain the tender:**

IV.3.8) **Conditions for opening tenders:**

SECTION VI: COMPLEMENTARY INFORMATION

VI.1) **THIS IS A RECURRENT PROCUREMENT:**

VI.2) **CONTRACT RELATED TO A PROJECT AND/OR PROGRAMME FINANCED BY EU FUNDS:**

VI.3) **ADDITIONAL INFORMATION:**

Suppliers wishing to express an interest and complete a Pre-Qualification Questionnaire must browse to the COI eSourcing portal www.coi.bravosolution.com and follow the registration procedure.

1. Register your company on the COI portal (this is only required once) - Browse to the eSourcing Portal: www.coi.bravosolution.com - Click the "Click here to register" link - Accept the terms and conditions and click "continue" - Enter your correct business and user details - Note the username you chose and click "Save" when Complete - You will shortly receive an email with your unique password (please keep this secure) 2. Express an Interest in the tender - Login to the portal with the username/password - Click the "Open Access PQQs" link. (These are Pre-Qualification Questionnaires open to any registered supplier) - Click on the relevant PQQ to Access the content. - Click the "Express Interest" button in the "Actions" box on the left-hand side of the page. — This will move the PQQ into your "My PQQs" page. (This is a secure area reserved for your projects only). Click on the PQQ code, you can now access any attachments by clicking the "Settings and Buyer Attachments". In the "Actions" box 3. Responding to the tender - You can now choose to "Reply" or "Reject" (please give a Reason if rejecting) - You can now use the 'Messages' function to communicate with the buyer and seek any Clarification - Note the deadline for completion, then follow the onscreen instructions to complete the PQQ -. There may be a mixture of online & offline actions for you to perform (there is detailed online help available). If you require any further assistance use the online help, or the BravoSolution help desk is available Mon - Fri. (8am - 6pm) on: - eMail: help@bravosolution.co.uk - Phone: 080 00 11 24 70 / Fax: 020 70 80 04 80 GO reference: GO 08091702/01.

VI.4) **PROCEDURES FOR APPEAL**

VI.4.1) **Body responsible for appeal procedures:**

VI.4.2) **Lodging of appeals:**

Precise information on deadline(s) for lodging appeals: Precise information on deadline(s) for lodging appeals: The Central Office of Information will incorporate a minimum 10-calendar day standstill period at the point which information on the award of the framework is communicated to tenderers. This period allows unsuccessful tenderers to seek further debriefing from the contracting authority before the framework is entered into. Applicants have 2 working days from the notification.

Of the award decision to request additional debriefing and that information has to be provided a minimum of 3 working days before the expiry of the standstill period. Such additional information should be required from the Head of Procurement at the address given in Section I.1. If an appeal regarding the award of a framework has not been successfully resolved the Public Contracts Regulations 2006 (SI 2006 No.5) provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (England, Wales and Northern Ireland). Any such action must be brought within 3 months. Where a framework has not been entered into the Court may order the setting aside of the award decision or order the authority to amend any document and may award damages. If the framework has been entered into the Court may only Award damages.

VI.4.3) **Service from which information about the lodging of appeals may be obtained:**

VI.5) **DATE OF DISPATCH OF THIS NOTICE:**

16.9.2008.