

United Kingdom-Banbury: Market research services
OJ S 28/2016 10/02/2016
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Waste & Resources Action Programme
Postal address: Second Floor, Blenheim Court, 19 George Street
Town: Banbury
Postal code: OX16 5BH
Country: United Kingdom
For the attention of: Dave Marsh
E-mail: dave.marsh@wrap.org.uk
Telephone: +44 1295819693

Internet address(es):

General address of the contracting authority: www.wrap.org.uk

Address of the buyer profile: www.wrap.org.uk/tenders

Electronic access to information: www.delta-esourcing.com

Electronic submission of tenders and requests to participate: www.delta-esourcing.com

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Environment

I.4. Contract award on behalf of other contracting authorities

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

Specialist Research Framework.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 10: Market research and public opinion polling services

NUTS code UK United Kingdom

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

The procurement involves the establishment of a framework agreement

II.1.4. Short description of the contract or purchase(s)

Market research services. Public opinion polling services. Statistical services. Refuse collection services. A new framework to provide WRAP with specialist research services in 3 areas:

- Lot 1 — Consumer research;
- Lot 2 — Non-consumer research;
- Lot 3 — Waste composition analysis.

The research services are required in the context of resource efficiency / circular economy / sustainable consumption, and behaviour change theory.

Lot 1 will provide surveying, research and evaluation relating to individuals and households;

Lot 2 will relate to businesses and organisations;

Lot 3 will provide household and business waste composition analysis of collected recyclables and residual waste.

II.1.5. CPV code(s)

79310000 Market research services, 79320000 Public-opinion polling services, 79330000 Statistical services, 90511000 Refuse collection services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 7 000 000 GBP

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Personnel capability and experience. Weighting 20
2. Planning and delivering research methodology. Weighting 40
3. Project and team management. Weighting 10
4. Cost. Weighting 30

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

FRA060

IV.3.2. Previous publication concerning this procedure

Prior information notice

Notice number in the OJ S: [2015/S 137-252615](#) of 18.7.2015

Contract notice

Notice number in the OJ S: [2015/S 184-334401](#) of 23.9.2015

Section V: Award of contract

Contract No: FRA060-001

Lot No: 2

- Lot title: Non-consumer research

V.1. Date of conclusion of the contract

18.11.2015

V.2. Information about tenders

Number of tenders received: 14

Number of tenders received by electronic means: 14

V.3. Name and address of the contractor

Official name: Anthesis (UK)

Postal address: 9 Newtec Place

Town: Oxford

Postal code: OX4 1RE

Country: United Kingdom

E-mail: dee.moloney@anthesisgroup.com

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: FRA060-002

Lot No: 1

- Lot title: Consumer research

Lot No: 2

- Lot title: Non-consumer research

V.1. Date of conclusion of the contract

18.11.2015

V.2. Information about tenders

Number of tenders received: 14

Number of tenders received by electronic means: 14

V.3. Name and address of the contractor

Official name: Databuild Research & Solutions

Postal address: 21 Graham Street

Town: Birmingham

Postal code: B1 3JR

Country: United Kingdom

E-mail: michelle.mcguire@data-build.co.uk

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

Not known

Short description of the value/proportion of the contract to be sub-contracted: May subcontract to Brook Lyndhurst for Lot 1. Proportion will vary for individual call-offs.

Contract No: FRA060-003

Lot No: 2

- Lot title: Non-consumer research

Lot No: 3

- Lot title: Waste composition services

V.1. Date of conclusion of the contract

19.11.2015

V.2. Information about tenders

Number of tenders received: 6

Number of tenders received by electronic means: 6

V.3. Name and address of the contractor

Official name: Exodus Market Research

Postal address: C/O Ardwyn Channon Chartered Accountants, 4 Stoddens Road

Town: Burnham-on-Sea

Postal code: TA8 2NZ

Country: United Kingdom

E-mail: mail@exodusresearch.com

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

Not known

Short description of the value/proportion of the contract to be sub-contracted: May sub-contract to Waste Intelligence. Proportion will vary for individual call-offs.

Contract No: FRA060-004

Lot No: 1

- Lot title: Consumer research

V.1. Date of conclusion of the contract

17.11.2015

V.2. Information about tenders

Number of tenders received: 7

Number of tenders received by electronic means: 7

V.3. Name and address of the contractor

Official name: GfK UK

Postal address: Level 18, 25 Canada Square, Canary Wharf

Town: London

Postal code: E14 5LQ

Country: United Kingdom

E-mail: nick.moon@gfk.com

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

Not known

Short description of the value/proportion of the contract to be sub-contracted: May subcontract to Resource Futures, ICF International, GfK Bulgaria, GfK Mode, GfK Romania. Proportion will vary for individual call-offs.

Contract No: FRA060-005

Lot No: 1

- Lot title: Consumer research

V.1. Date of conclusion of the contract

17.11.2015

V.2. Information about tenders

Number of tenders received: 7

Number of tenders received by electronic means: 7

V.3. Name and address of the contractor

Official name: Icaro Consulting

Postal address: 36 Chessel Drive

Town: Bristol

Postal code: BS34 5BH

Country: United Kingdom

E-mail: phil@icaro.uk.com

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: FRA060-006

Lot No: 1

- Lot title: Consumer research

V.1. Date of conclusion of the contract

17.11.2015

V.2. Information about tenders

Number of tenders received: 7

Number of tenders received by electronic means: 7

V.3. Name and address of the contractor

Official name: Market and Opinion Research International

Postal address: 3 Thomas More Square

Town: London

Postal code: E1W 1YW

Country: United Kingdom

E-mail: antonia.dickman@ipsos.com

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: FRA060-007

Lot No: 2

- Lot title: Non-consumer research

V.1.

Date of conclusion of the contract

18.11.2015

V.2. Information about tenders

Number of tenders received: 14

Number of tenders received by electronic means: 14

V.3. Name and address of the contractor

Official name: Jacobs UK

Postal address: 1180 Eskdale Road, Winnersh

Town: Wokingham

Postal code: RG41 5TU

Country: United Kingdom

E-mail: fiona.gutteridge@jacobs.com

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: FRA060-008

Lot No: 3

- Lot title: Waste composition services

V.1. Date of conclusion of the contract

19.11.2015

V.2. Information about tenders

Number of tenders received: 6

Number of tenders received by electronic means: 6

V.3. Name and address of the contractor

Official name: MEL Research

Postal address: 2nd Floor, 1 Ashted Lock, Birmingham Science Park Aston

Town: Birmingham

Postal code: B7 4AZ

Country: United Kingdom

E-mail: jenny.chen@m-e-l.co.uk

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

Not known

Short description of the value/proportion of the contract to be sub-contracted: May subcontract to Anthesis (UK). Proportion will vary for individual call-offs.

Contract No: FRA060-009

Lot No: 2

- Lot title: Non-consumer research

V.1. Date of conclusion of the contract

18.11.2015

V.2. Information about tenders

Number of tenders received: 14

Number of tenders received by electronic means: 14

V.3. Name and address of the contractor

Official name: Miller Research (UK)

Postal address: Pen-y-Wyrlod, Llanvetherine

Town: Abergavenny

Postal code: NP7 8RG

Country: United Kingdom

E-mail: nick@miller-research.co.uk

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

Not known

Short description of the value/proportion of the contract to be sub-contracted: May subcontract to Beaufort Research. Proportion will vary for individual call-offs.

Contract No: FRA060-010

Lot No: 3

- Lot title: Waste composition services

V.1. Date of conclusion of the contract

19.11.2015

V.2. Information about tenders

Number of tenders received: 6

Number of tenders received by electronic means: 6

V.3. Name and address of the contractor

Official name: Resource Futures

Postal address: Create Centre, Smeaton Road

Town: Bristol

Postal code: BS1 6XN

Country: United Kingdom

E-mail: TL@resourcefutures.co.uk

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

Not known

Short description of the value/proportion of the contract to be sub-contracted: May subcontract to Eunomia Research and Consulting. Proportion will vary for individual call-offs.

Contract No: FRA060-011

Lot No: 3

- Lot title: Waste composition services

V.1. Date of conclusion of the contract

19.11.2015

V.2.

Information about tenders

Number of tenders received: 6

Number of tenders received by electronic means: 6

V.3. Name and address of the contractor

Official name: The Environmental Consultancy Limited, trading as RPS

Postal address: 20 Western Avenue, Milton Park

Town: Abingdon

Postal code: OX14 4SH

Country: United Kingdom

E-mail: donal.doyle@rpsgroup.com

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

Not known

Short description of the value/proportion of the contract to be sub-contracted: May subcontract to Enscape Consulting. Proportion will vary for individual call-offs.

Contract No: FRA060-012

Lot No: 2

- Lot title: Non-consumer research

V.1. Date of conclusion of the contract

18.11.2015

V.2. Information about tenders

Number of tenders received: 14

Number of tenders received by electronic means: 14

V.3. Name and address of the contractor

Official name: Strategic Telemarketing

Postal address: 4 Park Court Mews, Park Place

Town: Cardiff

Postal code: CF10 3DQ

Country: United Kingdom

E-mail: suzanne.pritchard@strategic-marketing.co.uk

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

Not known

Short description of the value/proportion of the contract to be sub-contracted: May subcontract to EandSP (The Environment and Sustainability Partnership). Proportion will vary for individual call-offs.

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
yes

Identification of the project: WRAP is currently involved in project/programmes in the FP7, Horizon 2020 and LIFE European Funding streams. Some individual items of work called-off under the framework may relate to these and/or any other EU-funded projects/programmes WRAP becomes involved with, if the terms of the EU funding permit.

VI.2. Additional information

To view this notice, please click here: <https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=188610789>

GO Reference: GO-201628-PRO-7730111.

VI.3. Procedures for review

VI.3.1. Review body

Official name: WRAP

Country: United Kingdom

Body responsible for mediation procedures

Official name: WRAP

Country: United Kingdom

VI.3.2. Review procedure

Precise information on deadline(s) for review procedures: WRAP incorporated a minimum 10 calendar day standstill period from the point at which the intention to award appointments to the Framework Agreement was communicated to Tenderers. This period allowed unsuccessful tenderers to seek further information from the contracting authority or to challenge the award before the Framework Agreement was entered into.

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

8.2.2016