

**UK-London: survey conduction services**  
**OJ S 121/2012 27/06/2012**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Institute of Education  
Postal address: 20, Bedford Way  
Town: London  
Postal code: WC1H 0AL  
Country: United Kingdom  
For the attention of: Anthony Oba  
E-mail: [a.oba@ioe.ac.uk](mailto:a.oba@ioe.ac.uk)  
Telephone: +44 2079115319

**I.2. Type of the contracting authority**

Other: Higher Education

**I.3. Main activity**

Education

**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**

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**II.1. Description**

**II.1.1. Title**

National Child Development Study -Age 55 Follow-up.

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

Services  
Service category No 8: Research and development services  
Main site or place of performance: UK Various.  
NUTS code

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

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

The Centre for Longitudinal Studies (CLS) at the Institute of Education, University of London (UK) sought tenders from survey research agencies to carry out the instrument development, data collection and initial data processing for the Age 55 Follow-Up. The National Child Development Study (NCDS) follows the lives of 17 000 people born in England, Scotland and Wales in a single week of 1958.  
Also known as the 1958 Birth Cohort Study, it collects information on physical and educational development, economic circumstances, employment, family life, health behaviour, wellbeing, social participation and attitudes.

The study is core-funded by the Economic and Social Research Council. Since the birth survey in 1958, there have been eight further followups at ages 7, 11, 16, 23, 33, 42, 46 and 50 and in 2003 (at age 45) 9 000 cohort members also participated in a 'bio-medical' follow-up. The next follow-up will take place in 2013 when cohort members will be aged 55.

Data will be collected using a sequential mixed-mode approach using computer assisted web and telephone interviewing (CAWI and CATI).

Cohort members will initially be invited to take part in a 25 minute computer assisted web interview (CAWI) and those not responding online will be contacted by telephone and invited to complete a computer assisted telephone interview (CATI).

The CAWI and CATI surveys will use the same questionnaire. Prior follow-ups have typically been conducted face-to-face although the Age 46 survey in 2004 was conducted via telephone. The Age 55 follow-up will be the first time that cohort members have been invited to participate in a web-survey. It is anticipated that around 11 700 cohort members will be invited to participate.

Fieldwork must take place between April 2013 and November 2013.

#### **II.1.5. CPV code(s)**

79311200 Survey conduction 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: 339 971,00 GBP  
excluding VAT

## **Section IV: Procedure**

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### **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. Experience. Weighting 13
2. Quality assurance and data security systems. Weighting 2
3. Data collection mode and instrument design, particularly for web and mixed-mode. Weighting 15
4. CAI instrument realisation and documentation, particularly for web and mixed-mode. Weighting 15
5. Data processing for substantive data and sample information and provision of para-data. Weighting 5
6. Field resourcing, interviewer training, fieldwork monitoring and reporting systems, recording information on movers, sample management for web and mixed-mode. Weighting 15
7. Proposals for response maximisation and maximising issued sample, particularly for web and mixed-mode. Weighting 20
8. Proposals for study development and piloting. Weighting 5

9. Project staffing and management, including consortia arrangements. Weighting 5  
10. Project timetabling and delivery of outputs. Weighting 5

**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**

**IV.3.2. Previous publication concerning this procedure**

**Contract notice**

Notice number in the OJ S: [2012/S 3-048666](#) of 14.2.2012

**Section V: Award of contract**

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Contract No: 152

Lot title: National Child Development Study - Age 55 Follow-up.

**V.1. Date of conclusion of the contract**

10.5.2012

**V.2. Information about tenders**

Number of tenders received: 6

**V.3. Name and address of the contractor**

Official name: TNS-BMRB

Town: London

Postal code: SE1 2QY

Country: United Kingdom

Telephone: +44 2076565005

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

Initial estimated total value of the contract/lot:

Value: 350 000,00 GBP

excluding VAT

Total value of the procurement:

Value: 339 971,00 GBP

excluding VAT

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

**Section VI: Complementary information**

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**VI.1. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

**VI.2. Additional information**

**VI.3. Procedures for review**

**VI.3.1. Review body**

**VI.3.2. Review procedure**

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

**VI.4. Date of dispatch of this notice**

22.6.2012