

**United Kingdom-London: Market research services**  
**OJ S 97/2018 24/05/2018**  
**Contract notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Financial Services Compensation Scheme Limited

Postal address: 10th Floor Beaufort House, 15 St Botolph Street

Town: London

NUTS code: UK United Kingdom

Postal code: EC3A 7QU

Country: United Kingdom

E-mail: [Chris.Sutherland@fscs.org.uk](mailto:Chris.Sutherland@fscs.org.uk)

Telephone: +44 2073758175

**Internet address(es):**

Main address: [www.fscs.org](http://www.fscs.org)

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://fscs.bravosolution.co.uk>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://fscs.bravosolution.co.uk>

Tenders or requests to participate must be submitted to the abovementioned address

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Economic and financial affairs

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Research Framework

Reference number: FSCS 345

**II.1.2. Main CPV code**

79310000 Market research services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

As we develop our corporate strategy for the 2020's, we are also transforming the way we work and the customer experience we deliver — all in aim of achieving that strategic ambition. This is all with the aim of providing outstanding customer experiences right from when they might need us, to when they make a claim — and with the hope that their experience leads to advocacy, leverages our reputation and serves our mission.

We are now looking to develop a roster of trusted research partners to work with us to deliver our mission and strategic ambition. While we don't have a set research programme defined at this stage, we know it will be a mix of quantitative and qualitative methodologies and we know that it will need to deliver the insights we need to improve our experience.

#### **II.1.5. Estimated total value**

Value excluding VAT: 3 000 000,00 GBP

#### **II.1.6. Information about lots**

This contract is divided into lots: yes

Tenders may be submitted for all lots

### **II.2. Description**

#### **II.2.1. Title**

Qualitative Research and Analysis

Lot No: 1

#### **II.2.2. Additional CPV code(s)**

79310000 Market research services

#### **II.2.3. Place of performance**

NUTS code: UK United Kingdom

#### **II.2.4. Description of the procurement**

We're looking for up to 5 trusted research partners to work collaboratively with us to deliver research and insights which help optimise our customer experience and marketing efforts. While we don't have a set research programme defined at this stage, our first thoughts are that it will be a mix of quantitative and qualitative research methodologies. But what's important is the research delivers insight and helps solve the specific problem identified, regardless of the approach needed to achieve this.

Going forward examples of the type of qualitative and quantitative research FSCS may conduct include:

- creative testing and tracking,
- brand tracking, development and positioning,
- communications and creative concept testing / development,
- customer satisfaction,
- employee engagement,
- journey management,
- market sizing / segmentation,
- proposition development,
- usage and Attitude Studies,
- web / online platform development / usability; user testing.

#### **II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

## **II.2.6. Estimated value**

Value excluding VAT: 400 000,00 GBP

## **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 24

This contract is subject to renewal: no

## **II.2.10. Information about variants**

Variants will be accepted: no

## **II.2.11. Information about options**

Options: yes

Description of options:

The initial framework term will be 24 months with the option for FSCS to extend on two occasions for up-to 12 months each time, therefore making the Effective Service Term a potential total term of 4 years.

## **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**

Quantitative Research and Analysis

Lot No: 2

#### **II.2.2. Additional CPV code(s)**

79310000 Market research services

#### **II.2.3. Place of performance**

NUTS code: UK United Kingdom

#### **II.2.4. Description of the procurement**

We're looking for up to 5 trusted research partners to work collaboratively with us to deliver research and insights which help optimise our customer experience and marketing efforts. While we don't have a set research programme defined at this stage, our first thoughts are that it will be a mix of quantitative and qualitative research methodologies. But what's important is the research delivers insight and helps solve the specific problem identified, regardless of the approach needed to achieve this.

Going forward examples of the type of qualitative and quantitative research FSCS may conduct include:

- creative testing and tracking,
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- communications and creative concept testing / development,
- customer satisfaction,
- employee engagement,
- journey management,
- market sizing / segmentation,
- proposition development,
- usage and Attitude Studies,

— web / online platform development / usability; user testing.

**II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6. Estimated value**

Value excluding VAT: 1 600 000,00 GBP

**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 24

This contract is subject to renewal: no

**II.2.10. Information about variants**

Variants will be accepted: no

**II.2.11. Information about options**

Options: yes

Description of options:

The initial framework duration is 24 months with the option for FSCS to extend on two occasions for up-to 12 months each time, therefore making the Effective Service Term a potential total term of 4 years.

**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**

Mystery Shopping  
Lot No: 3

**II.2.2. Additional CPV code(s)**

79310000 Market research services

**II.2.3. Place of performance**

NUTS code: UK United Kingdom

**II.2.4. Description of the procurement**

To track financial services firms' understanding of FSCS and how they talk to their customers about us, we mystery shop deposit taking firms in October each year and those in Life and Pensions, Investments and General Insurance around February / March.

**II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6. Estimated value**

Value excluding VAT: 1 000 000,00 GBP

**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 24

This contract is subject to renewal: no

**II.2.10. Information about variants**

Variants will be accepted: no

**II.2.11. Information about options**

Options: yes

Description of options:

The initial framework term will be 24 months with the option for FSCS to extend on 2 occasions for up-to 12 months each time, therefore making the Effective Service Term a potential total term of 4 years.

**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 III: Legal, economic, financial and technical information**

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**III.1. Conditions for participation**

**III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

See Tender Documents.

**III.1.2. Economic and financial standing**

List and brief description of selection criteria:

See Tender Documents.

**III.1.3. Technical and professional ability**

List and brief description of selection criteria:

See Tender Documents.

**Section IV: Procedure**

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**IV.1. Description**

**IV.1.1. Type of procedure**

Restricted procedure

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

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

**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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 21/06/2018 Local time: 12:00

**IV.2.3.**

## **Estimated date of dispatch of invitations to tender or to participate to selected candidates**

Date: 09/07/2018

### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

English

### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

FSCS intends to use an eTendering system for this process.

To express interest and access the content:

— click the 'Express Interest' button at the top of the page,

— to view the relevant documents please follow the steps below:

1) register your company on FSCS eTendering portal (this is only required once)

— browse to the eTendering Portal <https://fscs.bravosolution.co.uk/web/login.html> and click the link to register,

— 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 and access the document for the Opportunity:

— login to the portal with the username / password,

— click the "ITTs Open To All Suppliers" link (this opportunity is open to any registered supplier),

— click on the relevant PQQ i.e. FSCS 345 Research Framework.

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: The Royal Court of Justice

Postal address: The Strand

Town: London

Country: United Kingdom

#### **VI.4.2. Body responsible for mediation procedures**

Official name: The Royal Court of Justice

Postal address: The Strand

Town: London

Country: United Kingdom

#### **VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

FSCS will observe a standstill period following the award of the contract and conduct itself of any appeals in accordance with the Public Contracts Regulations 2015.

#### **VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Cabinet Office

Postal address: 70 Whitehall

Town: London

Country: United Kingdom

**VI.5. Date of dispatch of this notice**

21/05/2018