

**United Kingdom-London: Market research services**  
**OJ S 134/2013 12/07/2013**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: The Electoral Commission

Postal address: 3 Bunhill Row

Town: London

Postal code: EC1Y 8YZ

Country: United Kingdom

For the attention of: Carlos Freitas

E-mail: [cfreitas@electoralcommission.org.uk](mailto:cfreitas@electoralcommission.org.uk)

Telephone: +44 2072710524

**Internet address(es):**

General address of the contracting authority: [www.electoralcommission.org.uk](http://www.electoralcommission.org.uk)

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

Body governed by public law

**I.3. Main activity**

Other: Regulator

**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**

Creative Development Research Contract.

**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: United Kingdom.

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)**

Provision of market research services with the following outputs:

— A topline summary report on completion of testing.

— A full presentation following examination of the results including clear recommendations.

— A summary report / exec summary to be handed out at the presentation.

Call off services from this contract may include:

2013 Northern Ireland Canvass.

2013 Individual Electoral Registration (IER) message testing.  
2014 First phase of IER campaign.  
2014 European Parliamentary elections.  
2014 Independence Referendum in Scotland.  
2015 General Election.  
2015 Second phase of IER campaign.

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

79310000 Market research services

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

The procurement is covered by the Government Procurement Agreement: yes

**II.2. Total value of the contract/lot**

**II.2.1. Total value of the contract/lot**

Value: 283 333 GBP  
excluding VAT

**Section IV: Procedure**

---

**IV.1. Type of procedure**

**IV.1.1. Type of procedure**

Award of a contract without prior publication of a call for competition in the Official Journal of the European Union in the cases listed below

Justification for the award of the contract without prior publication of a call for competition in the Official Journal of the European Union:

Directive 2004/18/EC

**1) Justification for the choice of the negotiated procedure without prior publication of a contract notice in the OJEU in accordance with Directive 2004/18/EC**

**2) Other justification for the award of the contract without prior publication of a call for competition in the Official Journal of the European Union**

The procurement falls outside the scope of application of the directive.

This contract was called off from the Government Procurement Services Framework Agreement RM1715 for Market Research, which is compliant with the EU Procurement Directive.

**IV.2. Award criteria**

**IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. Service delivery. Weighting 30
2. Timescales. Weighting 10
3. Management, supervision and resources. Weighting 20
4. Costs. Weighting 40

**IV.2.2. Information about electronic auction**

An electronic auction has been used: no

**IV.3. Administrative information**

**IV.3.1.**

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

no

**Section V: Award of contract**

---

Contract No: 1

Lot No: 1

- Lot title: Creative Development Research

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

14.5.2013

**V.2. Information about tenders**

Number of tenders received: 1

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

Official name: Mori Ltd

Postal address: 77-81 Borough Road

Town: London

Postal code: SE1 1FY

Country: United Kingdom

E-mail: [coimarketresearch@ipsos.com](mailto:coimarketresearch@ipsos.com)

Telephone: +44 203473115

Fax: +44 203473115

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

Initial estimated total value of the contract/lot:

Value: 290 000 GBP

excluding VAT

Total value of the procurement:

Value: 283 333 GBP

excluding VAT

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

**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:

no

**VI.2. Additional information**

**VI.3. Procedures for review**

**VI.3.1. Review body**

Official name: The Electoral Commission

Postal address: 3 Bunhill Row

Town: London

Postal code: EC1Y 8YZ

Country: United Kingdom  
E-mail: [cfreitas@electoralcommission.org.uk](mailto:cfreitas@electoralcommission.org.uk)  
Telephone: +44 2072710524  
Internet address: [www.electoralcommission.org.uk](http://www.electoralcommission.org.uk)

**VI.3.2. Review procedure**

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

Official name: The Electoral Commission  
Postal address: 3 Bunhill Row  
Town: London  
Postal code: EC1Y 8YZ  
Country: United Kingdom  
E-mail: [cfreitas@electoralcommission.org.uk](mailto:cfreitas@electoralcommission.org.uk)  
Telephone: +44 2710524  
Internet address: [www.electoralcommission.org.uk](http://www.electoralcommission.org.uk)

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

10.7.2013