

United Kingdom-London: Research and development services and related consultancy services

OJ S 141/2014 25/07/2014

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: The Money Advice Service

Postal address: 5th Floor 120 Holborn

Town: London

Postal code: EC1N 2TD

Country: United Kingdom

Contact person: Procurement

For the attention of: David Ng

E-mail: david.ng@moneyadviceservice.org.uk

Telephone: +44 2079430505

Internet address(es):General address of the contracting authority: <https://www.moneyadviceservice.org.uk/>**Additional information can be obtained from:**

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address**I.2. Type of the contracting authority**

Body governed by public law

I.3. Main activity

General public services

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

The contracting authority is purchasing on behalf of other contracting authorities: yes

Official name: Prudential Regulatory Authority

Postal address: 20 Moorgate

Town: London

Postal code: EC2R 6DA

Country: United Kingdom

Official name: The Financial Services Compensation Scheme

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

Town: London

Postal code: EC3A 7QU

Country: United Kingdom

Official name: Financial Ombudsman Service

Postal address: South Quay Plaza, 183 Marsh Wall

Town: london

Postal code: E14 9SR

Country: United Kingdom

Official name: Financial Conduct Authority
Postal address: 25 The North Colonnade, Canary Wharf
Town: London
Postal code: E14 5HS
Country: United Kingdom
Official name: Government Digital Service
Postal address: 3rd & 6th Floor, Aviation House (125 Kingsway)
Town: London
Postal code: WC2B 6NH
Country: United Kingdom

Section II: Object of the contract

II.1. Description

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

The Establishment of a Consumer Market Intelligence Framework Agreement.

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

Services

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

Main site or place of performance: From supplier address and, at times, the offices of the contracting authority.

NUTS code UK United Kingdom

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

The procurement involves the establishment of a framework agreement

II.1.4. Information about framework agreement

Framework agreement with several operators

Maximum number Envisaged maximum number of participants to the framework agreement
: 80

Duration of the framework agreement

Duration in months: 48

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

Lot 1 Secondary Research;

Lot 2 Quantitative (Continuous) Research;

Lot 3 Quantitative (Ad-Hoc) Research;

Lot 4 Quantitative (Specialist) Techniques;

Lot 5 Qualitative (Online) Research;

Lot 6 Qualitative (Offline) Research;

Lot 7 UX (User Experience) Testing;

Lot 8 Mystery Shopping.

II.1.6. CPV code(s)

73000000 Research and development services and related consultancy services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.1.8. Lots

This contract is divided into lots: yes

Tenders may be submitted for one or more lots

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

II.2.2. Information about options

II.2.3. Information about renewals

II.3. Duration of the contract or time limit for completion

Start 1.4.2015. Completion 31.3.2018

Information about lots

Lot No: 1

Lot title: Secondary Research

1) Short description

This Lot covers Secondary research requirements where understanding the existing evidence base is the principal focus of the work and may include but is not restricted to the following requirements: i) conducting literature reviews of existing information; ii) supplying market reports and analysis (bespoke or syndicated); iii) large scale syndicated tracking/ one-off surveys; iv) evidence assessments and scoping/ mapping/ horizon scanning exercises; v) analysis of existing data sets/ advanced statistical analysis; vi) stakeholder interviews to supplement the above.

2) CPV code(s)

73000000 Research and development services and related consultancy services

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 2

Lot title: Quantitative (Continuous) Research

1) Short description

This Lot covers all qualitative (continuous) research requirements and may include but is not restricted to requirements for: i) brand and awareness tracking; ii) customer satisfaction monitoring; iii) on-going measurement of financial capability; iv) on-going measurement of customer propensity to take positive actions and outcomes; v) conducting exit polls across multiple contact channels; vi) capability in managing mixed methods.

2) CPV code(s)

73000000 Research and development services and related consultancy services

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 3

Lot title: Quantitative (Ad hoc) Research

1) Short description

This Lot covers requirements for quantitative (ad hoc) research and may include but is not limited to requirements for: i) one-off or irregular surveys with a predominantly quantitative methodology; ii) CATI/ CAWI surveys; iii) face-to-face capability; iv) omnibus based research; v) capability to manage mixed methodologies.

2) CPV code(s)

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3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 4

Lot title: Quantitative (Specialist) Techniques

1) Short description

This Lot covers requirements for quantitative (specialist) techniques that may include but is not limited to: i) longitudinal quant research; ii) evaluation research; iii) randomised control trials (RCTs); iv) new or emerging quantitative methods.

2) CPV code(s)

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3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 5

Lot title: Qualitative (Online) Research

1) Short description

This Lot covers requirements for qualitative (online) research and may include but is not limited to requirements for: i) online communities; ii) customer or consumer panels; iii) online focus groups; iv) bulletin boards; v) ad hoc online based qualitative research; vi) new or emerging qualitative methods.

2) CPV code(s)

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3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 6

Lot title: Qualitative (Offline) Research

1) Short description

This Lot covers requirements for qualitative (offline) research and may include but is not limited to requirements for: i) individual depth interviews; ii) traditional focus groups; iii) paired

depth/ triads; iv) teledepths; v) customer journey mapping; vi) ethnography; vii) deliberative and citizens jury; viii) new or emerging qualitative methods.

2) CPV code(s)

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3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 7

Lot title: UX (User Experience) Testing

1) Short description

This Lot covers requirements for UX (user experience) testing and may include but is not limited to the following requirements: i) usability testing; ii) user-testing; iii) digital testing - testing of website, functionalities, features, tool(s), etc.

2) CPV code(s)

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3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 8

Lot title: Mystery Shopping

1) Short description

This Lot covers requirements for mystery shopping.

2) CPV code(s)

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3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Section III: Legal, economic, financial and technical information

III.1. Conditions related 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 governing them

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

Registered Companies.

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

III.2.2. Economic and financial ability

III.2.3. Technical and professional ability

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.1.2. Information about the limits on the number of candidates to be invited

Envisaged minimum number 8

Objective criteria for choosing the limited number of candidates: Choice will be based on A) PQQ; B) Most Economically Advantageous Tender (MEAT).

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

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

RMP 14-74

IV.3.2. Previous publication concerning this procedure

no

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

IV.3.4.

Time limit for receipt of tenders or requests to participate

29.8.2014 - 10:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted
English.

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

IV.3.8. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

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

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

22.7.2014