

United Kingdom-London: Market research services
OJ S 126/2019 03/07/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: National Citizen Service

Postal address: The Pembroke Building, Kensington Village, Avonmore Road

Town: London

NUTS code: UK United Kingdom

Postal code: W14 8DG

Country: United Kingdom

Contact person: Procurement

E-mail: procurement@ncstrust.org.uk

Telephone: +44 8001978010

Internet address(es):

Main address: www.ncsyas.co.uk

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

NCS Brand Tracker Services

II.1.2. Main CPV code

79310000 Market research services

II.1.3. Type of contract

Services

II.1.4. Short description

NCS requires a brand tracker survey to measure brand performance and brand perception metrics. The data and insight derived from the tracker will underpin business plan and marketing strategy development and be used to establish and evidence key performance indicators.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 400 000,00 GBP

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

National Citizen Service Trust is a not-for-profit organisation incorporated by Royal Charter and established to shape, support, champion and lead a thriving national citizen service. The Trust was set up by Government in 2011 to tackle some of the biggest social challenges in the UK. Through a wide range of community programmes and projects for young adults, the NCS looks to build social cohesion, mobility and engagement.

The NCS Trust promotes;

Social cohesion — to bring our country together by building stronger, more integrated communities and fostering understanding between young people from different backgrounds;
Social mobility — to build essential skills for life and work, investing in our country's future talent.

Social engagement — to engage young people in social action in their communities and the democratic process, building their understanding of their responsibilities as citizens.

NCS requires a brand tracker survey to measure brand performance and brand perception metrics. The data and insight derived from the tracker will underpin business plan and marketing strategy development and be used to establish and evidence key performance indicators.

The contract will be for a duration of 2 years with the option for NCS Trust for extend for 2 x 12 month periods.

II.2.5. Award criteria

Price

II.2.11. Information about options

Options: yes

Description of options:

With the option to extend for 2 further periods of 12 months each.

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 IV: Procedure

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

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2018/S 242-552834](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

27/06/2019

V.2.2. Information about tenders

Number of tenders received: 4

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Opinion Panel t/a YouthSight

Town: London, EC2A 2AH

NUTS code: UK United Kingdom

Country: United Kingdom

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 400 000,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: National Citizen Service Trust

Postal address: Pembroke Bldg, Avonmore Rd, Kensington, London W14

Town: London

Postal code: W14 8DG

Country: United Kingdom

VI.4.2. Body responsible for mediation procedures

Official name: National Citizen Service Trust

Postal address: Pembroke Bldg, Avonmore Rd, Kensington, London W14
Town: London
Postal code: W14 8DG
Country: United Kingdom

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

Official name: National Citizen Service Trust
Postal address: Pembroke Bldg, Avonmore Rd, Kensington, London W14
Town: London
Postal code: W14 8DG
Country: United Kingdom

VI.5. Date of dispatch of this notice

28/06/2019