

**United Kingdom-London: Research consultancy services**  
**OJ S 222/2013 15/11/2013**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**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

Fax: +44 2072710505

**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**

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**II.1. Description**

**II.1.1. Title**

Framework Agreement for Research Services.

**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: United Kingdom.

NUTS code UK United Kingdom

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

The procurement involves the establishment of a framework agreement

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

The Electoral Commission is committed to using research to help fulfil its objectives. We use research to inform our election reporting and planning. This provides an evidence base to inform a range of policies and to ensure that the views and interests of voters are central to what we do.

The Electoral Commission needs to procure research services, sometimes at short notice and to tight timescales. The services to be covered by this framework agreement fall into three lots:  
Lot 1 – Quantitative research.  
Lot 2 – Qualitative research.  
Lot 3 – Collection and analysis of electoral data.

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

73210000 Research consultancy services, 79300000 Market and economic research; polling and statistics

**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**

**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. Service Delivery, Management, Supervision & Resources (%). Weighting 40
2. Costs (%). Weighting 40
3. Business Capacity, Capability & Financial Stability (%). Weighting 20

**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**

C0033-PT-DCE

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

**Contract notice**

Notice number in the OJ S: [2013/S 109-186786](#) of 7.6.2013

**Section V: Award of contract**

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Contract No: 1

Lot No: 1

- Lot title: Quantitative Research

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

1.11.2013

**V.2. Information about tenders**

Number of tenders received: 14

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

Official name: Ipsos MORI  
Postal address: 79-81 Borough Road  
Town: London  
Postal code: SE1 1FY  
Country: United Kingdom  
E-mail: [Gideon.skinner@ipsos.com](mailto:Gideon.skinner@ipsos.com)

**V.4. Information on value of the contract/lot****V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 2

Lot No: 1

- Lot title: Quantitative Research

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

1.11.2013

**V.2. Information about tenders**

Number of tenders received: 14

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

Official name: ICM Research  
Postal address: Creston House 10 Great Pulteney Street  
Town: London  
Postal code: W1F 9NB  
Country: United Kingdom  
E-mail: [martin.boon@icmresearch.com](mailto:martin.boon@icmresearch.com)

**V.4. Information on value of the contract/lot****V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 3

Lot No: 1

- Lot title: Quantitative Research

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

1.11.2013

**V.2. Information about tenders**

Number of tenders received: 14

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

Official name: TNS UK Ltd  
Postal address: 6 More London Place  
Town: London  
Postal code: SE1 2QY  
Country: United Kingdom  
E-mail: [Nick.howat@tns-bmrb.co.uk](mailto:Nick.howat@tns-bmrb.co.uk)

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

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 4

Lot No: 1

- Lot title: Quantitative Research

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

1.11.2013

**V.2. Information about tenders**

Number of tenders received: 14

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

Official name: GfK NOP

Postal address: 6th Floor, Ludgate House 245 Blackfriars Road

Town: London

Postal code: SE1 9UL

Country: United Kingdom

E-mail: [Nick.moon@gfk.com](mailto:Nick.moon@gfk.com)

**V.4. Information on value of the contract/lot****V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 5

Lot No: 1

- Lot title: Quantitative research

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

1.11.2013

**V.2. Information about tenders**

Number of tenders received: 14

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

Official name: BMG Research

Postal address: 7 Holt Court North Heneage Street West Birmingham Science Park

Town: Aston

Postal code: B7 4AX

Country: United Kingdom

E-mail: [Lys.coleman@bmgresearch.co.uk](mailto:Lys.coleman@bmgresearch.co.uk)

**V.4. Information on value of the contract/lot****V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 6

Lot No: 1

- Lot title: Quantitative Research

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

1.11.2013

**V.2. Information about tenders**

Number of tenders received: 14

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

Official name: DJS Research Ltd  
Postal address: 3 Pavilion Lane Strines  
Town: Stockport  
Postal code: SK6 7GH  
Country: United Kingdom  
E-mail: [agleed@djsresearch.com](mailto:agleed@djsresearch.com)

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

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 7

Lot No: 1

- Lot title: Quantitative Research

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

1.11.2013

**V.2. Information about tenders**

Number of tenders received: 14

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

Official name: Chime Insight and Engagement  
Postal address: 4th Floor Holborn Gate 26 Southampton Buildings  
Town: London  
Postal code: WC2A 1AH  
Country: United Kingdom  
E-mail: [chloe.woolger@cie.uk.com](mailto:chloe.woolger@cie.uk.com)

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

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 8

Lot No: 2

- Lot title: Qualitative Research

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

1.11.2013

**V.2. Information about tenders**

Number of tenders received: 17

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

Official name: Define (Research & Insight) Ltd  
Postal address: 69 – 85 Tabernacle Street  
Town: London  
Postal code: EC2A 4RR  
Country: United Kingdom  
E-mail: [info@defineinsight.co.uk](mailto:info@defineinsight.co.uk)

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

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 9

Lot No: 2

- Lot title: Qualitative Research

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

1.11.2013

**V.2. Information about tenders**

Number of tenders received: 17

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

Official name: Ipsos MORI

Postal address: 79-81 Borough Road

Town: London

Postal code: SE1 1FY

Country: United Kingdom

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

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

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 10

Lot No: 2

- Lot title: Qualitative Research

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

1.11.2013

**V.2. Information about tenders**

Number of tenders received: 17

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

Official name: NatCen Social Research

Postal address: 35 Northampton Square

Town: London

Postal code: EC1V 0AX

Country: United Kingdom

E-mail: [alison.park@natcen.ac.uk](mailto:alison.park@natcen.ac.uk)

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

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 11

Lot No: 2

- Lot title: Qualitative Research

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

1.11.2013

**V.2. Information about tenders**

Number of tenders received: 17

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

Official name: Chime Insight and Engagement

Postal address: 4th Floor, Holborn Gate 26 Southampton Buildings

Town: London

Postal code: WC2A 1AH

Country: United Kingdom

E-mail: [chloe.woolger@cie.uk.com](mailto:chloe.woolger@cie.uk.com)

**V.4. Information on value of the contract/lot****V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 12

Lot No: 2

- Lot title: Qualitative Research

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

1.11.2013

**V.2. Information about tenders**

Number of tenders received: 17

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

Official name: GfK NOP

Postal address: 6th Floor, Ludgate House 245 Blackfriars Road

Town: London

Postal code: SE1 9UL

Country: United Kingdom

E-mail: [Nick.moon@gfk.com](mailto:Nick.moon@gfk.com)

**V.4. Information on value of the contract/lot****V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 13

Lot No: 2

- Lot title: Qualitative Research

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

1.11.2013

**V.2. Information about tenders**

Number of tenders received: 17

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

Official name: BMG Research

Postal address: 7 Holt Court North Heneage Street West Birmingham Science Park

Town: Aston

Postal code: B7 4AX

Country: United Kingdom

E-mail: [Lys.coleman@bmgresearch.co.uk](mailto:Lys.coleman@bmgresearch.co.uk)

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

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 14

Lot No: 2

- Lot title: Qualitative Research

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

1.11.2013

**V.2. Information about tenders**

Number of tenders received: 17

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

Official name: Britain Thinks

Postal address: Somerset House Strand

Town: London

Postal code: WC2R 1LA

Country: United Kingdom

E-mail: [vcooke@britainthinks.com](mailto:vcooke@britainthinks.com)

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

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 15

Lot No: 2

- Lot title: Qualitative Research

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

1.11.2013

**V.2. Information about tenders**

Number of tenders received: 17

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

Official name: Research Works Ltd

Postal address: Regency House 219a Hatfield Road

Town: St Albans

Postal code: AL1 4TB

Country: United Kingdom

E-mail: [all@researchworks.co.uk](mailto:all@researchworks.co.uk)

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

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 16

Lot No: 3

- Lot title: Collection and Analysis of Electoral Data

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

1.11.2013

**V.2. Information about tenders**

Number of tenders received: 2

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

Official name: University of Plymouth

Postal address: The Election Centre Plymouth University

Town: Plymouth

Postal code: PL4 8AA

Country: United Kingdom

E-mail: [c.rallings@plymouth.ac.uk](mailto:c.rallings@plymouth.ac.uk)

**V.4. Information on value of the contract/lot****V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 17

Lot No: 3

- Lot title: Collection and Analysis of Electoral Data

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

1.11.2013

**V.2. Information about tenders**

Number of tenders received: 2

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

Official name: University of Lincoln

Postal address: Brayford Pool

Town: Lincoln

Postal code: LN6 7TS

Country: United Kingdom

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

Official name: The Electoral Commission

Postal address: 3 Bunhill Row

Town: London

Postal code: EC1Y 8YZ

Country: United Kingdom

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

Telephone: +44 2072710524

Fax: +44 2072710505

Internet address: <http://www.electoralcommission.org.uk/about-us/complaints?>

**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**

13.11.2013