

Ireland-Dublin: Customer survey services
OJ S 149/2023 04/08/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: National Museum of Ireland

National registration number: N/A

Postal address: Collins Barracks

Town: Dublin 7

NUTS code: IE Éire / Ireland

Postal code: Benburb Street

Country: Ireland

Contact person: Paige Hagenov

E-mail: phagenov@museum.ie

Telephone: +353 16486479

Internet address(es):

Main address: <https://www.museum.ie/en-ie/home>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/290>

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

NMI/2023/15 Provision of Visitor Audience Survey Services

Reference number: NMI/2023/15

II.1.2. Main CPV code

79342310 Customer survey services

II.1.3. Type of contract

Services

II.1.4. Short description

The NMI awarded a framework for the services of a company or agency to deliver the National Museum of Ireland's ongoing and developing audience research programme as part of the Visitor Transformation Project. We require a range of data and insights about our visitors and audience to assist in the delivery of our new Strategic Plan and Capital Development

Programme. NMI is seeking a suitably qualified contractor to deliver onsite and digital research with experience in the arts and cultural sector, particularly within venues (galleries, museums, theatres) to provide a range of services. In line with Public Service Innovation and NMI's commitment to innovation, NMI are particularly interested in a methodology that uses the principles of service design in data collection, analysis and recommendations relating to data insights.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 500 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

72221000 Business analysis consultancy services, 73110000 Research services, 73200000 Research and development consultancy services, 73300000 Design and execution of research and development, 79300000 Market and economic research; polling and statistics, 79310000 Market research services, 79311000 Survey services, 79311100 Survey design services, 79311200 Survey conduction services, 79311300 Survey analysis services, 79315000 Social research services, 79320000 Public-opinion polling services, 79330000 Statistical services, 79342311 Customer satisfaction survey

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

The objective of this invitation was to secure the services of a company or agency to deliver the National Museum of Ireland's ongoing and developing audience research programme as part of the Visitor Transformation Project. We required a range of data and insights about our visitors and audience to assist in the delivery of our new Strategic Plan and Capital Development Programme. NMI was seeking a suitably qualified contractor to deliver onsite and digital research with experience in the arts and cultural sector, particularly within venues (galleries, museums, theatres) to provide a range of services. In line with Public Service Innovation and NMI's commitment to innovation, NMI were particularly interested in a methodology that uses the principles of service design in data collection, analysis and recommendations relating to data insights. Surveys should also take a visitor centred view.

II.2.5. Award criteria

Quality criterion - Name: Proposed Methodology for Survey Design Demonstrating an Understanding of NMI and its Sites, Goals and Targets. / Weighting: 40

Quality criterion - Name: Project and Relationship Management / Weighting: 20

Quality criterion - Name: Proposals for Data Analytics and Presentation/Interpretation of Results / Weighting: 20

Cost criterion - Name: Ultimate Cost / Weighting: 20

II.2.11. Information about options

Options: no

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

Open 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: [2023/S 080-241404](#)

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

Contract No: 1

Title:

NMI/2023/15 Provision of Visitor Audience Survey Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

24/07/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: Context Studio Ltd

National registration number: 3583104VH

Postal address: 48 McGovern's Corner

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: D08T28V

Country: Ireland

E-mail: john@contextstudio.ie

Telephone: +353 866071087

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 500 000,00 EUR

Lowest offer: 21 240,00 EUR / Highest offer: 144 000,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Please note that the maximum value of the framework is €500,000 - although this is not a guaranteed expenditure

VI.4. Procedures for review

VI.4.1. Review body

Official name: High Court

Town: Ireland

Country: Ireland

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Precise information on deadline(s) for review procedures:

In accordance with SI 130 (Public Sector Remedies legislation)

VI.5. Date of dispatch of this notice

31/07/2023