

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/000104-2024>

Contract

## **ID 4692815 DfE - Tourism NI - Consumer Sentiment Research**

Tourism Northern Ireland

F03: Contract award notice

Notice identifier: 2024/S 000-000104

Procurement identifier (OCID): ocids-h6vhtk-040804

Published 3 January 2024, 11:50am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Tourism Northern Ireland

10-12 Linum Chambers Bedford Street

n/a

BT2 7ES

#### **Email**

[info@tourismni.com](mailto:info@tourismni.com)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

#### **Internet address(es)**

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

## **I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

## **I.4) Type of the contracting authority**

Body governed by public law

## **I.5) Main activity**

General public services

---

## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

ID 4692815 DfE - Tourism NI - Consumer Sentiment Research

Reference number

ID 4692815

#### **II.1.2) Main CPV code**

- 79311000 - Survey services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Tourism Northern Ireland (Tourism NI) is responsible for the marketing of Northern Ireland (NI) as a tourist destination to domestic tourists (from within NI) and visitors from the

Republic of Ireland (ROI). Under the Tourism NI Operating Plan (2023/24), the Insights and Intelligence Service (IIS) is tasked with delivering a robust evidence base for Tourism NI, industry and stakeholders to help inform policy and strategy development and operational decisions. Within Tourism NI, the IIS is responsible for providing internal and external stakeholders with robust and relevant research, intelligence, and information to support the growth of the NI tourism industry via robust, analysis and insight into how such issues affect NI and ROI consumers. See ID 4692815 Specification document for further information.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £500,000

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79310000 - Market research services
- 79311100 - Survey design services
- 79320000 - Public-opinion polling services
- 79342310 - Customer survey services

#### **II.2.3) Place of performance**

NUTS codes

- UKN - Northern Ireland

#### **II.2.4) Description of the procurement**

Tourism Northern Ireland (Tourism NI) is responsible for the marketing of Northern Ireland (NI) as a tourist destination to domestic tourists (from within NI) and visitors from the Republic of Ireland (ROI). Under the Tourism NI Operating Plan (2023/24), the Insights and Intelligence Service (IIS) is tasked with delivering a robust evidence base for Tourism NI, industry and stakeholders to help inform policy and strategy development and operational decisions. Within Tourism NI, the IIS is responsible for providing internal and external stakeholders with robust and relevant research, intelligence, and information to support the growth of the NI tourism industry via robust, analysis and insight into how such issues affect NI and ROI consumers. See ID 4692815 Specification document for

further information.

### **II.2.5) Award criteria**

Quality criterion - Name: AC1 Proposed Methodology for Quantitative Research / Weighting: 24.5

Quality criterion - Name: AC2 Proposed Methodology for Qualitative Research / Weighting: 14

Quality criterion - Name: AC3 Key Personnel Experience / Weighting: 14

Quality criterion - Name: AC4 Contract Management / Weighting: 7

Quality criterion - Name: AC5 Social Value / Weighting: 10.5

Cost criterion - Name: AC6 Total Contract Price / Weighting: 30

### **II.2.11) Information about options**

Options: Yes

Description of options

After the initial contract period of three years, there are two options to extend the contract for up to one year on each occasion.

### **II.2.13) Information about European Union Funds**

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

---

## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **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: [2023/S 000-029320](#)

---

## **Section V. Award of contract**

### **Contract No**

1

### **Title**

Contract

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

20 December 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 5

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 5

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

**V.2.3) Name and address of the contractor**

Spark Market Research

Studio 1 Cross York Street Studios, Cross York Street

Leeds

LS2 7BL

Email

[hello@sparkmr.com](mailto:hello@sparkmr.com)

Telephone

+44 1134872743

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<https://etendersni.gov.uk/epps>

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

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

Total value of the contract/lot: £500,000

---

## **Section VI. Complementary information**

### **VI.3) Additional information**

Contract monitoring: the successful contractor's performance on the contract will be regularly monitored. Contractors not delivering on contract requirements is a serious matter. It means the public purse is not getting what it is paying for. If a contractor fails to reach satisfactory levels of contract performance they will be given a specified time to improve. If, after the specified time, they still fail to reach satisfactory levels of contract performance, the matter will be escalated to senior management in construction and procurement delivery. (CPD) for further action. If this occurs and their performance still does not improve to satisfactory levels within the specified period, this may be considered grounds for termination of the contract at your expense as provided for in the Conditions of Contract. In lieu of termination, CPD may issue a Notice of Written Warning or a Notice of Unsatisfactory Performance. A supplier in receipt of multiple Notices of Written Warning or a Notice of Unsatisfactory Performance may, in accordance with The Public Contracts Regulations 2015 (as amended), be excluded from future public procurement competitions for a period of up to three years

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

The UK does not have any such bodies with responsibility for appeal/mediation procedures. Instead; any challenges are dealt with by the High Court, Commercial Division, to which proceedings may be issued regarding alleged breaches of the PCR 2015 as amended.

Belfast

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

CPD complied with the Public Contracts Regulations 2015 (as amended) and incorporated a standstill period (i.e. a minimum of 10 calendar days) at the point information on the award of contract was communicated to tenderers. That notification provided full information on the award decision. This provided time for the unsuccessful tenderers to challenge the award decision before the contract was entered into

