This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/000448-2024">https://www.find-tender.service.gov.uk/Notice/000448-2024</a>

Contract

## P-2820 Provision of Market Research and Insight Services

Translink

F06: Contract award notice – utilities Notice identifier: 2024/S 000-000448

Procurement identifier (OCID): ocds-h6vhtk-0402f1

Published 8 January 2024, 10:07am

## **Section I: Contracting entity**

## I.1) Name and addresses

**Translink** 

**Procurement Department** 

**Belfast** 

BT2 7LX

#### **Email**

procurement@translink.co.uk

#### 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.6) Main activity

Urban railway, tramway, trolleybus or bus services

## **Section II: Object**

## II.1) Scope of the procurement

#### II.1.1) Title

P-2820 Provision of Market Research and Insight Services

#### II.1.2) Main CPV code

• 79310000 - Market research services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

Translink is seeking to establish a Framework Agreement with up to three suppliers to deliver a range of insight and market research activities to support Translink's marketing, communications, and commercial operations activity.

#### 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: £600,000

## II.2) Description

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

- 79300000 Market and economic research; polling and statistics
- 79311000 Survey services
- 79312000 Market-testing services

#### II.2.3) Place of performance

**NUTS** codes

• UKN - Northern Ireland

## II.2.4) Description of the procurement

Translink is seeking to establish a Framework Agreement with up to three suppliers to deliver a range of insight and market research activities to support Translink's marketing, communications, and commercial operations activity.

#### II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Cost / Weighting: 30

#### II.2.11) Information about options

Options: Yes

Description of options

The initial term of the Framework Agreement will run for three years from 1st January 2024 to 31st December 2026.

The Framework Agreement may be extended, on agreement of both parties, for further period(s) of 12 months + 12 months.

#### 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

The value of the procurement reflects the estimated maximum value for the ensure duration of the framework agreement, inclusive of VAT.

## 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: <u>2023/S 000-028013</u>

## 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

8 January 2024

#### V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 3

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

Number of tenders received from tenderers from non-EU Member States: 3

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: Yes

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

Social Market Research

3 Wellington Park

**BELFAST** 

BT9 6DJ

Email

## dmcdade@socialmarketresearch.co.uk

Country

**United Kingdom** 

NUTS code

• UK - United Kingdom

Internet address

https://etendersni.gov.uk/epps

The contractor is an SME

Yes

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

Client Analysis Relationship Development CARD GROUP

13 University Street

**BELFAST** 

BT7 1FY

Email

albert.hamilton@card-group.com

Country

**United Kingdom** 

**NUTS** code

• UK - United Kingdom

Internet address

https://etendersni.gov.uk/epps

The contractor is an SME

Yes

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

**COGNISENSE LTD** 

Adelaide House, 1 Falcon Rd

**BELFAST** 

**BT12 6SJ** 

Email

ctoner@cognisense-uk.com

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: £600,000

Total value of the contract/lot: £600,000

# Section VI. Complementary information

# VI.4) Procedures for review

VI.4.1) Review body

High Court

Belfast

Country

United Kingdom