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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: [2023/S 000-028013](#)

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