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Contract

Financial Lives Survey, Waves 5 to 7

FCA

F03: Contract award notice

Notice identifier: 2025/S 000-002400

Procurement identifier (OCID): ocids-h6vhtk-0455e4

Published 23 January 2025, 2:56pm

Section I: Contracting authority

I.1) Name and addresses

FCA

12 Endeavour Square

London

E20 1JN

Contact

FCA Procurement

Email

fcaprocurement@fca.org.uk

Telephone

+44 8001116768

Country

United Kingdom

Region code

UK - United Kingdom

National registration number

01920623

Internet address(es)

Main address

<http://www.fca.org.uk>

Buyer's address

<http://www.fca.org.uk>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Financial Lives Survey, Waves 5 to 7

Reference number

C2500

II.1.2) Main CPV code

- 79310000 - Market research services

II.1.3) Type of contract

Services

II.1.4) Short description

This award notice is related to the appointment of suppliers for the delivery of specific services for the next three waves (Waves 5, 6 and 7) of the Financial Lives survey (FLS), with the contracts to take effect from March 2025. These three waves are expected to run from March 2025 to later in 2031.

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £6,020,000

II.2) Description

II.2.1) Title

Specialism A: Delivery of fieldwork and weighted data

Lot No

II.2.2) Additional CPV code(s)

- 79310000 - Market research services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

This specialism is for the delivery of the main surveys (three in total, one per wave). Services will include:

- Random probability-based survey design, sampling, questionnaire structure and simulations, weighting and technical report
- Questionnaire review, survey script programming and testing
- Data collection (online and by telephone), recruitment, incentive distribution, fieldwork monitoring and safeguarding
- Data cleaning, validation and harmonisation

II.2.5) Award criteria

Quality criterion - Name: Environmental sustainability / Weighting: 5

Quality criterion - Name: Technical and professional ability / Weighting: 65

Cost criterion - Name: Commercials / Weighting: 30

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) Description

II.2.1) Title

Specialism B: Recontact surveys

Lot No

2

II.2.2) Additional CPV code(s)

- 79310000 - Market research services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Biennial recontact surveys in May (one per wave, three in total) and short recontact surveys (two per wave, six in total), including:

- Recruitment and incentivisation
- Script programming and testing
- Data processing and weighting
- Data and data tables
- Methodological note

II.2.5) Award criteria

Quality criterion - Name: Environmental sustainability / Weighting: 5

Quality criterion - Name: Technical and professional ability / Weighting: 65

Cost criterion - Name: Commercials / Weighting: 30

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) Description

II.2.1) Title

Specialism C: Data tables

Lot No

3

II.2.2) Additional CPV code(s)

- 79310000 - Market research services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Production of data tables for the main surveys, including:

- Profiling data tables, circa 20 volumes per wave
- Tracker data tables, to identify statistically significant differences between waves
- Gross data tables, which present results in terms of millions of UK adults
- Amending the profiling and tracker tables for publication

II.2.5) Award criteria

Quality criterion - Name: Environmental sustainability / Weighting: 5

Quality criterion - Name: Technical and professional ability / Weighting: 65

Cost criterion - Name: Commercials / Weighting: 30

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) Description

II.2.1) Title

Specialism D: Reporting

Lot No

4

II.2.2) Additional CPV code(s)

- 79310000 - Market research services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Services will include but not be limited to the following:

- Authoring/ co-authoring reports for publication
- Producing/ supporting the production of slide decks for publication
- Support analysis and reporting for different teams at the FCA (not necessarily for publication)

II.2.5) Award criteria

Quality criterion - Name: Technical and professional ability / Weighting: 65

Quality criterion - Name: Environmental sustainability / Weighting: 5

Cost criterion - Name: Commercials / Weighting: 30

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) Description

II.2.1) Title

Specialism E: Cognitive testing and qualitative research

Lot No

5

II.2.2) Additional CPV code(s)

- 79310000 - Market research services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Services will include but not be limited to the following:

- Cognitively testing new questions for each wave of the main survey
- Follow-up qualitative research with respondents from the main survey

II.2.5) Award criteria

Quality criterion - Name: Technical and professional ability / Weighting: 65

Quality criterion - Name: Environmental sustainability / Weighting: 5

Cost criterion - Name: Commercials / Weighting: 30

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

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: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-024978](#)

Section V. Award of contract

Lot No

1

Title

Specialism A: Delivery of fieldwork and weighted data

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

23 December 2024

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received by electronic means: 1

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

V.2.3) Name and address of the contractor

NATIONAL CENTRE FOR SOCIAL RESEARCH T/A NATCEN SOCIAL RESEARCH

35 NORTHAMPTON SQUARE LONDON, United Kingdom, EC1V 0AX, United Kingdom

London

EC1V 0AX

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04392418

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £3,750,000

Total value of the contract/lot: £3,760,000

Section V. Award of contract

Lot No

2

Title

Specialism B: Recontact surveys

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

23 December 2024

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 1

Number of tenders received by electronic means: 2

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

V.2.3) Name and address of the contractor

CRITICAL RESEARCH LTD

UNIT 7 BADEN PLACE CROSBY ROW LONDON, United Kingdom, SE1 1YW, United Kingdom

London

SE1 1YW

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

06566825

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: £650,000

Total value of the contract/lot: £900,000

Section V. Award of contract

Lot No

3

Title

Specialism C: Data tables

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

23 December 2024

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received by electronic means: 1

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

V.2.3) Name and address of the contractor

CRITICAL RESEARCH LTD

UNIT 7 BADEN PLACE CROSBY ROW LONDON, United Kingdom, SE1 1YW, United Kingdom

London

SE1 1YW

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

06566825

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: £650,000

Total value of the contract/lot: £630,000

Section V. Award of contract

Lot No

4

Title

Specialism D: Reporting

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

23 December 2024

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received by electronic means: 2

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

V.2.3) Name and address of the contractor

IGNITION HOUSE LTD

Holyleas House, Buckland Newton, Dorset, Dorchester, DT2 7DP, United Kingdom

Dorset

DT2 7DP

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

06901578

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: £200,000

Total value of the contract/lot: £280,000

Section V. Award of contract

Lot No

5

Title

Specialism E: Cognitive testing and qualitative research

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

23 December 2024

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 2

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

CRITICAL RESEARCH LTD

UNIT 7 BADEN PLACE CROSBY ROW LONDON, United Kingdom, SE1 1YW, United Kingdom

London

SE1 1YW

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

06566825

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: £300,000

Total value of the contract/lot: £450,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

FCA

12 Endeavour Square

London

E20 1JN

Email

fcaprocurement@fca.org.uk

Country

United Kingdom

Internet address

www.fca.org.uk

VI.4.2) Body responsible for mediation procedures

FCA

12 Endeavour Square

London

E20 1JN

Email

fcaprocurement@fca.org.uk

Country

United Kingdom

Internet address

www.fca.org.uk