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Contract

Market Research and Insight Services

Network Rail Infrastructure Ltd

F03: Contract award notice

Notice identifier: 2021/S 000-003312

Procurement identifier (OCID): ocids-h6vhtk-029457

Published 18 February 2021, 10:56pm

Section I: Contracting authority

I.1) Name and addresses

Network Rail Infrastructure Ltd

1 Eversholt Street

London

NW1 2DN

Email

Grace.Cope@networkrail.co.uk

Telephone

+44 1908781000

Country

United Kingdom

NUTS code

UK - UNITED KINGDOM

Internet address(es)

Main address

www.networkrail.co.uk

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

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

Network Rail identified a requirement for the provision of market research from third-party suppliers to provide the following activities both nationally and regionally:

- Quantitative and qualitative primary market research
- Commercial market intelligence
- Online survey tool

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: £12,000,000

II.2) Description

II.2.1) Title

Qualitative and Quantitative Primary Market Research

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

The lot includes but not limited to the following:

- B2C/B2B/CX
- Employee engagement
- Communications development & evaluation
- Brand reputation
- Politicians
- Journalists
- Mystery shopping
- Pedestrian counting
- Behaviour change
- Segmentation
- Public health and safety

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 70%

Quality criterion - Name: Commercial / Weighting: 30%

Cost criterion - Name: Not to Exceed Rate / Weighting: 100%

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

Commercial Market Intelligence

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

The lot includes but not limited to the following:

- Trends and insight into retail buying behaviours of consumers
 - o General retail consumer buying behaviours (national and global
 - o Travel retail consumer buying behaviours (national and global
 - o Customer experience – experiential activity
- Customer profiling and segmentation
- Thought leadership in the retail and commercial sphere
- Turning information into actionable insights for daily decision-making and strategic planning

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 70%

Quality criterion - Name: Commercial / Weighting: 30%

Cost criterion - Name: Not to Exceed Rate / Weighting: 100%

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

Online Tool

Lot No

3

II.2.2) Additional CPV code(s)

- 79311000 - Survey services

II.2.3) Place of performance

NUTS codes

- UK - UNITED KINGDOM

II.2.4) Description of the procurement

The lot includes but not limited to the following:

- Requires bespoke registration and onboarding process
- Quantitative panel and qualitative functions
- Support service for users including but not limited to access support, building surveys,

training support etc.

- Unlimited users & surveys capability
- Easy and intuitive to use for non-research specialists
- Template questionnaires provided for different types of surveys
- Ability to undertake targeted surveys
- Supplier to provide training to users throughout contract including but not limited to usability training as required by Network Rail on an ad-hoc basis
- Tools to be compatible across multiple systems and platforms including but not limited to Microsoft and Apple desktops, IOS and Android
- Tool to meet highest security standards and GDPR compliant

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 70%

Quality criterion - Name: Commercial / Weighting: 30%

Cost criterion - Name: Not to Exceed Rate / Weighting: 100%

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

Competitive procedure with negotiation

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: [2020/S 059-142847](#)

Section V. Award of contract

Lot No

1

Title

Qualitative and Quantitative Primary Research

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

8 February 2021

V.2.2) Information about tenders

Number of tenders received: 10

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

V.2.3) Name and address of the contractor

Yonder Consulting Ltd

London

Country

United Kingdom

NUTS code

- UK - UNITED KINGDOM

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Strategic Research and Insight Ltd

Cardiff

Country

United Kingdom

NUTS code

- UK - UNITED KINGDOM

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Savanta Group Ltd

London

Country

United Kingdom

NUTS code

- UK - UNITED KINGDOM

The contractor is an SME

No

V.2.3) Name and address of the contractor

DJS Research Ltd

Stockport

Country

United Kingdom

NUTS code

- UK - UNITED KINGDOM

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

PricewaterhouseCoopers LLP

London

Country

United Kingdom

NUTS code

- UK - UNITED KINGDOM

The contractor is an SME

No

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

Total value of the contract/lot: £7,000,000

Section V. Award of contract

Lot No

2

Title

Commercial Market Intelligence

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

8 February 2021

V.2.2) Information about tenders

Number of tenders received: 6

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

V.2.3) Name and address of the contractor

Yonder Consulting Ltd

London

Country

United Kingdom

NUTS code

- UK - UNITED KINGDOM

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

DJS Research Ltd

Stockport

Country

United Kingdom

NUTS code

- UK - UNITED KINGDOM

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Savanta Group Ltd

London

Country

United Kingdom

NUTS code

- UK - UNITED KINGDOM

The contractor is an SME

No

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

Total value of the contract/lot: £4,800,000

Section V. Award of contract

Lot No

3

Title

Online Tool

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

8 February 2021

V.2.2) Information about tenders

Number of tenders received: 2

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

V.2.3) Name and address of the contractor

QuestionPro UK Limited

London

Country

United Kingdom

NUTS code

- UK - UNITED KINGDOM

The contractor is an SME

No

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

Total value of the contract/lot: £240,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The High Court

Strand

London

WC2A 2LL

Country

United Kingdom