

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/003643-2023>

Contract

Provision of Audience Research Services

National Galleries of Scotland

F03: Contract award notice

Notice identifier: 2023/S 000-003643

Procurement identifier (OCID): ocds-h6vhtk-02f71d

Published 7 February 2023, 8:48am

Section I: Contracting authority

I.1) Name and addresses

National Galleries of Scotland

National Galleries of Scotland, 73 Belford Road

Edinburgh

EH4 3DS

Contact

Matt Ramagge

Email

mramagge@nationalgalleries.org

Country

United Kingdom

NUTS code

UKM75 - Edinburgh, City of

Internet address(es)

Main address

<http://www.nationalgalleries.org>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA11042

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

Recreation, culture and religion

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provision of Audience Research Services

Reference number

670 215

II.1.2) Main CPV code

- 79310000 - Market research services

II.1.3) Type of contract

Services

II.1.4) Short description

The National Galleries of Scotland is seeking to appoint a sole Service Provider for the Provision of Audience Research Services.

National Galleries Scotland (NGS) proudly displays collection artworks and exhibitions within three Galleries across four main sites - The Scottish National Gallery (SNG), The Scottish National Portrait Gallery (SNPG) and the Scottish National Gallery of Modern Art (SNGMA) (Modern One and Modern Two).

The Service Provider is required to conduct Audience Research to provide insight and analysis about both visitors and non-visitors in order to support the organisation's Key Performance Indicators (KPIs), special projects and inform organisation-wide strategic planning.

For full details of the Contract Requirements please refer to the associated Tender and Contract Documents.

There is no commitment to a volume of work. Under this agreement, no minimum workload is guaranteed. Services will be agreed to on an "as required" basis. The Tenderer will have no claim against NGS if they are not instructed to carry out any of the services.

The agreement will be non-exclusive i.e. NGS reserves the right, in certain circumstances, to procure out with the Contract Agreement, as and when required.

In the event of unsatisfactory performance by the successful Service Provider and the termination of the contract by either party, NGS reserves the right to negotiate the continuance of the services with the second and third placed Service Providers.

The Service Provider must have a clear understanding of the contract requirements and the organisational needs of NGS. As part of the tender exercise, the Service Provider must detail a robust, flexible methodology that will meet all data capture requirements.

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: £293,700

II.2) Description

II.2.2) Additional CPV code(s)

- 79310000 - Market research services

II.2.3) Place of performance

NUTS codes

- UKM75 - Edinburgh, City of

II.2.4) Description of the procurement

The procurement will be conducted through the use of the Open Procedure.

Service Providers must complete and submit both an SPD and tender response.

Economic Operators may be excluded from this competition if they are in any of the situations referred to in Regulation 58 of the Public Contracts (Scotland) Regulations 2015.

This procurement will utilise Scottish Government's Cyber Security Procurement Support Tool (CSPST). There are minimum requirements concerning Cyber Security for this contract to which a pass/fail will attach. Tenderers will be required to complete an online Supplier Assurance Questionnaire (SAQ) using the CSPST. A link to the CSPST can be found here: <https://cyberassessment.gov.scot/>

The questionnaire will be aligned to a Cyber Risk Profile that has been established for the contract, based on NGS's assessment of cyber risk.

For this contract, minimum requirements also include ISO 27001 (or equivalent) and Cyber Essentials Plus (or equivalent) accreditation. The Service Provider must already hold valid certification, or be willing to achieve such within 12 months of the contract award date.

Further details are set out in the procurement documents. A contract condition for this procurement requires the Tenderer to comply with the minimum security requirements.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

NGS may require the Service Provider to provide new/additional qualitative/quantitative audience research services.

NGS reserve the right to award a public contract following the negotiated procedure without prior publication in terms of Regulation 33(8) of the Public Contracts (Scotland) Regulations 2015. Further information is included in the Invitation to Tender (ITT) document.

NGS reserves the right to issue a contract modification in terms of Regulation 72 of the Public Contracts (Scotland) Regulations 2015.

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

All Tenderers will be invited to provide a presentation. Full details are provided in the Invitation to Tender (ITT) document. It is currently anticipated that presentations will take place during the week commencing 24th January 2022 (this date may be subject to change).

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: [2021/S 000-028590](#)

Section V. Award of contract

Contract No

670 215

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

29 June 2022

V.2.2) Information about tenders

Number of tenders received: 1

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: 1

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

V.2.3) Name and address of the contractor

BDRC Continental

229-231 High Holborn

London

wc1v 7da

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Perspective Research Services Ltd

12-20 Baron Street

London

N1 9LL

Country

United Kingdom

NUTS code

- UKI31 - Camden and City of London

The contractor is an SME

Yes

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

Total value of the contract/lot: £293,700

Section VI. Complementary information

VI.3) Additional information

National Galleries Scotland reserves the right to cancel the procurement at any time and not award a Contract. The expenditure, work or effort undertaken by Tenderers prior to the Award of Contract is accordingly a matter solely for the commercial judgement of Tenderers.

Late SPDs and tenders may not be considered by National Galleries Scotland.

Tenderers must include within their tender return compliance with all legislation applicable at the date for return of tenders relating to COVID-19 restrictions, such as, but not limited to, "The Health Protection (Coronavirus) (Restrictions) (Scotland) Amendment (No.2) Regulations 2020" and details of any Notices issued by the HSE.

(SC Ref:721516)

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court

Sheriff Court House, 27 Chambers Street

EDINBURGH

EH1 1LB

Country

United Kingdom

Internet address

<https://www.scotcourts.gov.uk/the-courts/court-locations/edinburgh-sheriff-court-and-justice-of-the-peace-court>