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Contract

PRO004373 Customer Market Research Services

United Utilities Water Limited

F06: Contract award notice – utilities

Notice identifier: 2023/S 000-004202

Procurement identifier (OCID): ocds-h6vhtk-02cea3

Published 10 February 2023, 2:24pm

Section I: Contracting entity

I.1) Name and addresses

United Utilities Water Limited

Lingley Mere Business Park

Warrington

WA5 3LP

Contact

Charlotte Whelan

Email

Charlotte.Whelelan@uuplc.co.uk

Telephone

+44 7900805893

Country

United Kingdom

Region code

UKD - North West (England)

National registration number

02366678

Internet address(es)

Main address

<http://www.unitedutilities.com>

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/43984>

I.6) Main activity

Water

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

PRO004373 Customer Market Research Services

Reference number

PRO004373

II.1.2) Main CPV code

- 79310000 - Market research services

II.1.3) Type of contract

Services

II.1.4) Short description

United Utilities Water Limited (UU) has become increasingly more focused on its customers, and is encouraged by the water industry regulator, Ofwat, to ensure customer priorities are appropriately reflected in its business plan and activity.

United Utilities is also prepared to invest in gathering meaningful insight about customer needs and expectations, to help provide the evidence the business needs to embed customer priorities into the centre of its ways of working.

Research is currently procured on a project-by-project basis via a tender process in line with current procurement guidelines.

United Utilities will benefit from implementing supplier frameworks through improvements to the efficiency of procuring research services across the organisation.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.2) Description

II.2.1) Title

Specialist Qualitative Services

Lot No

1

II.2.2) Additional CPV code(s)

- 79310000 - Market research services

II.2.3) Place of performance

NUTS codes

- UKD - North West (England)

II.2.4) Description of the procurement

This lot covers Suppliers who specialise in qualitative research which involves collecting and analysing non-numerical data (e.g. sentiment, text, audio, video etc.) Activities in this area may include but not limited to: Specialist qual services (e.g. Stakeholder/ expert interviewing, Workshop expertise, Customer journey mapping, UX research, Ad & comms

development / testing, Co-creation, Ethnographic research, Identifying customer needs, Exploratory research, Customer closeness, Campaign or brand evaluation through social media research.

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

Specialist Quantitative services

Lot No

2

II.2.2) Additional CPV code(s)

- 79310000 - Market research services

II.2.3) Place of performance

NUTS codes

- UKD - North West (England)

II.2.4) Description of the procurement

This lot covers Suppliers who specialise in quantitative research where data collection focuses on quantifying the collection and analysis of numerical data. Activities in this area may include but not limited to: Specialist Quant Services (e.g. Expert quant analysis, Research and analytics, Pricing and demand modelling, Customer segmentation, Consumer profiling, Behavioural science, Implicit testing, Omnibus, Specialists quantitative survey methods).

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

Generalist/ Full service Quantitative and Qualitative

Lot No

3

II.2.2) Additional CPV code(s)

- 79310000 - Market research services

II.2.3) Place of performance

NUTS codes

- UKD - North West (England)

II.2.4) Description of the procurement

This lot covers Suppliers who are full-service and provide a balanced amount of qualitative and quantitative services and do not specialise in either area. Activities in this area may include but not limited to: Focus groups/ mystery shopping/ depth interviews/ intercepts, online lite ethno/vox pops, comms testing, standard quantitative survey methods.

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

Customer/Community Panels

Lot No

4

II.2.2) Additional CPV code(s)

- 79310000 - Market research services

II.2.3) Place of performance

NUTS codes

- UKD - North West (England)

II.2.4) Description of the procurement

This Lot covers the specific requirement for a United Utilities online customer panel or community (MROC). United Utilities have procured the services of a Supplier who is able to provide a full-service online community panel. Activity in this area may include but not limited to:

Online customer / community platform technology, Management capability to run an ongoing community panel, Community recruitment retention and activity stimulation, On-going panel engagement strategy,

Set-up and build expertise for community panel, Platform licencing, Management and content provision services, Qualitative research techniques, Quantitative research techniques, Digital immersion, Vox-pops videos, Reporting workshops, Customer / community forums, Face to face customer immersion sessions,

Drafting findings and recommendations, Reporting and presenting findings and recommendations.

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

Brand and Advertising Tracking

Lot No

5

II.2.2) Additional CPV code(s)

- 79310000 - Market research services

II.2.3) Place of performance

NUTS codes

- UKD - North West (England)

II.2.4) Description of the procurement

This Lot covers the specific requirement for a United Utilities Brand Tracking solution. United Utilities is looking for a Supplier who is able to provide a Bespoke Brand Tracking / media Tracking service should pitch for this Lot. Activity in this area may include but not limited to: Brand / reputation / equity tracking, Brand Health mapping, Advertising tracking ,Set-up workshops, Stakeholder engagement, Questionnaire design, Bespoke methodology recommendations, Dynamic approach, Online dashboard design and implementation, Innovative storytelling and reporting, Contextual analysis, Actionable Insight recommendations, Face To Face immersion sessions, Cross-agency analysis.

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

Negotiated procedure with prior call for competition

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: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-002764](#)

Section V. Award of contract

Contract No

2

Lot No

1

Title

PRO004373 Customer Market Research Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

12 January 2023

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor

Oxygen Brand Consulting Ltd

8 Moss End Business Park,

Milnthorpe

LA7 7NU

Country

United Kingdom

NUTS code

- UKD - North West (England)

National registration number

03842229

The contractor is an SME

Yes

Section V. Award of contract

Contract No

1

Lot No

2

Title

PRO004373 Customer Market Research Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

7 February 2023

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor

Accent Marketing & Research Ltd

30 City Road

London

EC1Y 2AB

Country

United Kingdom

NUTS code

- UKI - London

National registration number

02231083

The contractor is an SME

Yes

Section V. Award of contract

Contract No

3

Lot No

3

Title

PRO004373 Customer Market Research Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

7 February 2023

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor

Walnut Unlimited Ltd

Orion House, 5 Upper St Martin's Way

London

WC2H 9EA

Country

United Kingdom

NUTS code

- UKI - London

National registration number

1317137

The contractor is an SME

Yes

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court of England & Wales

City of Westminster

London

Country

United Kingdom