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Contract

## **Quantitative Market Research - Ad hoc & Public Perception Tracking**

Secretary of State for Health and Social Care acting as part of the Crown through UK Health Security Agency

F03: Contract award notice

Notice identifier: 2024/S 000-004285

Procurement identifier (OCID): ocds-h6vhtk-029a8d

Published 8 February 2024, 3:54pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Secretary of State for Health and Social Care acting as part of the Crown through UK Health Security Agency

10 South Colonnade

London

E14 4PU

#### **Contact**

UKHSA Commercial Operations

#### **Email**

[ProcurementNotices@ukhsa.gov.uk](mailto:ProcurementNotices@ukhsa.gov.uk)

#### **Country**

United Kingdom

**Region code**

UKI42 - Tower Hamlets

**Internet address(es)**

Main address

<https://www.gov.uk/government/organisations/uk-health-security-agency>

Buyer's address

<https://www.gov.uk/government/organisations/uk-health-security-agency>

**I.4) Type of the contracting authority**

Ministry or any other national or federal authority

**I.5) Main activity**

Health

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Quantitative Market Research - Ad hoc & Public Perception Tracking

Reference number

LSRS246 / C229128

#### **II.1.2) Main CPV code**

- 79310000 - Market research services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Quantitative Market Research provided by a research partner to provide a reoccurring Public Perception Tracking survey and provide ad hoc Quantitative research projects as required to understand opinions of the general public including health care professionals.

#### **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: £1,900,000

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79310000 - Market research services
- 79310000 - Market research services

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

#### **II.2.4) Description of the procurement**

DPS Research & Insight RM6126 procurement for Quantitative Market Research Partner to deliver Public Perception Tracking & Ad hoc Quant Call off Projects.

#### **II.2.5) Award criteria**

Quality criterion - Name: Technical / Weighting: 70

Quality criterion - Name: Social Value / Weighting: 10

Cost criterion - Name: Price / Weighting: 20

#### **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

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted 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 000-027493](#)

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

31 January 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 2

Number of tenders received by electronic means: 4

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

#### **V.2.3) Name and address of the contractor**

IPSOS (MARKET RESEARCH) LTD

3 Thomas More Square

London

E1W 1YW

Country

United Kingdom

NUTS code

- UKL2 - East Wales

National registration number

00948470

Internet address

<http://www.ipsos.com>

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: £1,900,000

Total value of the contract/lot: £1,900,000

**V.2.5) Information about subcontracting**

The contract is likely to be subcontracted

Value or proportion likely to be subcontracted to third parties

Proportion: 5 %

Short description of the part of the contract to be subcontracted

Ipsos may employ panel providers depending on sample targets. These providers will vary depending on the requirement – the trading name, registered address and contact details can be provided on request. Work subcontracted will vary, but is likely to be c. 5%

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

The High Court

The Strand

London

WC2A 2LL

Country

United Kingdom

Internet address

<https://www.judiciary.uk/courts-and-tribunals/high-court/>