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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

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

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

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](#)

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%

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/>