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Tender

## **SC220097 Consumer Research**

Kent County Council

F02: Contract notice

Notice identifier: 2022/S 000-005997

Procurement identifier (OCID): ocds-h6vhtk-031e06

Published 4 March 2022, 10:49am

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

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

Kent County Council

County Hall

Maidstone

ME14 1XQ

#### **Contact**

Mrs Kelly Roberts

#### **Email**

[kelly.roberts@kent.gov.uk](mailto:kelly.roberts@kent.gov.uk)

#### **Telephone**

+44 3000416617

#### **Country**

United Kingdom

**NUTS code**

UKJ4 - Kent

**Internet address(es)**

Main address

<http://www.kent.gov.uk>

Buyer's address

<http://www.kent.gov.uk>

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.kentbusinessportal.org.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[www.kentbusinessportal.org.uk](http://www.kentbusinessportal.org.uk)

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

Regional or local authority

**I.5) Main activity**

General public services

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## **Section II: Object**

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

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

SC220097 Consumer Research

Reference number

DN600624

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

- 73200000 - Research and development consultancy services

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

Services

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

Kent County Council is seeking expressions of interest from potential suppliers to deliver an exciting and innovative resident research project as part of our Resident and User Experience Programme.

What matters most to Kent residents?

The overarching aim of this research is to understand what sort of relationship residents currently have, want to have, and need to have, with the county council and the best ways of creating, developing, and maintaining that relationship.

Specifically, we'd like to understand the key factors that shape and drive:

- resident satisfaction with KCC as an organisation
- how trust in KCC is built and damaged
- our reputation as a local authority

Improving information, communications and customer experience

We will use the understanding gained from this research to inform and aid the design of the Council's first resident engagement strategy which seeks to develop a richer, deeper relationship and dialogue with residents. It will also be used to identify the sort of content,

features and functionality that residents would value most on our main corporate website ([kent.gov.uk](https://kent.gov.uk)) and optimise and shape ongoing marketing, social media and brand management strategies and activities. It will also be used inform other aspects of the council's policy and strategy development work.

We're looking to work with an enthusiastic, creative and inspirational research partner, with the expertise and experience needed to design and deliver a mixed-methodology research study, addressing multiple objectives with insightful analysis. We'll need someone to work closely with us to ensure we have a high-value research product and a foundation from which we can continue to develop and monitor the user and customer experience in Kent.

We're not looking for formulaic fieldwork and cut-and-paste reports. We want to work with the best research experts in the industry, those who can cut across methodological silos to design and execute a project that will create a deeper understanding of our residents, a fresh perspective on key challenges and unearth insights that can help direct our strategy for years to come. Because, with all that, we'll be better able to create the best customer experiences and outcomes for Kent residents.

If you are interested in this opportunity, please Express an Interest (EOI) on the Kent Business Portal. You will need to complete a supplier selection questionnaire (SSQ). The deadline for this is Monday 4th April 2022.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

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

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

NUTS codes

- UKJ4 - Kent

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

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

6

This contract is subject to renewal

No

**II.2.10) Information about variants**

Variants will be accepted: No

**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**

Competitive procedure with negotiation

#### **IV.1.5) Information about negotiation**

The contracting authority reserves the right to award the contract on the basis of the initial tenders without conducting negotiations

#### **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

4 April 2022

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

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

Kent County Council

County Road

Maidstone

ME14 1XQ

Country

United Kingdom