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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

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

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

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) 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

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

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