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Contract

GMCA 850 Consumer Insights Segmentation

Greater Manchester Combined Authority

F03: Contract award notice

Notice identifier: 2024/S 000-006431

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

Published 28 February 2024, 4:30pm

Section I: Contracting authority

I.1) Name and addresses

Greater Manchester Combined Authority

GMCA Offices, 1st Floor, Churchgate House, 56 Oxford Street

Manchester

M1 6EU

Contact

Ms Carys Hopcyn

Email

carys.hopcyn@greatermanchester-ca.gov.uk

Telephone

+44 7873927261

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

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

Buyer's address

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

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

GMCA 850 Consumer Insights Segmentation

Reference number

DN704562

II.1.2) Main CPV code

- 79300000 - Market and economic research; polling and statistics

II.1.3) Type of contract

Services

II.1.4) Short description

GMCA is required an updated consumer segmentation of the domestic retrofit market, specifically around the willingness of residents to take action on their homes.

It will consider four main aspects of 'retrofit':

- 1) Renewable energy generation (e.g. solar PV, solar thermal)
- 2) Decarbonisation of heat (i.e. how you heat the home)
- 3) Fabric retrofit (e.g. insulation and home upgrades such as windows)
- 4) Electric Vehicle infrastructure GMCA considers the domestic market can be split into three sectors: owner occupiers, private rented, and social rented.

Retrofit of social rented homes within GM is largely considered through Social Housing Decarbonisation Fund programmes, and therefore the focus of this commission will be to better understand the owner-occupier and private rented sectors. This work will provide insight on what specific aspects of retrofit residents are interested in, and what actions would make them more willing to take up different aspects of retrofit (e.g a 0% loan offer, approved trusted suppliers etc).

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: £69,816

II.2) Description

II.2.2) Additional CPV code(s)

- 73000000 - Research and development services and related consultancy services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 90711000 - Environmental impact assessment other than for construction

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Stage 2 of CCS RM6126 Research & Insights DPS For the provision of: Consumer Segmentation Research

Stage 2 was conducted after a capability assessment was issued and interested suppliers shortlisted

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

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

30 January 2024

V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 4

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

V.2.3) Name and address of the contractor

Gemserv Limited

8 Fenchurch Place,

London

EC3M 4AJ

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £69,816

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The High Court (England, Wales and Northern Ireland)

London

Country

United Kingdom