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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](mailto: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

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## **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

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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**

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

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## **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