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Tender

Customer Insight Panel Community Partner

Places for People

F02: Contract notice

Notice identifier: 2025/S 000-006785

Procurement identifier (OCID): ocds-h6vhtk-04e6b2

Published 21 February 2025, 2:05pm

Section I: Contracting authority

I.1) Name and addresses

Places for People

4 The Pavilions, Port Way, Preston

Preston

PR2 2YB

Contact

Lisa Gallacher

Email

lisa.gallacher@placesforpeople.co.uk

Telephone

+44 1772897200

Country

United Kingdom

Region code

UK - United Kingdom

National registration number

3777037

Internet address(es)

Main address

www.placesforpeople.co.uk

I.3) Communication

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

<https://www.delta-esourcing.com/tenders/UK-UK-Preston:-Research-consultancy-services./HG6B8F2Q59>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Housing and community amenities

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Customer Insight Panel Community Partner

II.1.2) Main CPV code

- 73210000 - Research consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

Places for People are seeking to appoint a partner to develop and deliver a Customer Panel Community.

We are seeking a partner who can offer one holistic function which can grow to incorporate all Places for People group functions and any future growth.

The provider must meet current and future regulatory, compliance and governance standards.

The development of the platform will enable us to innovate, measure and evaluate all activity through the lens of diverse customer groups to inform evidence-based decision making across the business.

Places for People are seeking to establish a strong dialogue with customers embed our customer segmentation model, ensuring evidenced representation and inclusion.

II.1.5) Estimated total value

Value excluding VAT: £450,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

Places for People are seeking to appoint a partner to develop and deliver a Customer Panel Community.

We are seeking a partner who can offer one holistic function which can grow to incorporate all Places for People group functions and any future growth.

The provider must meet current and future regulatory, compliance and governance standards.

The development of the platform will enable us to innovate, measure and evaluate all activity through the lens of diverse customer groups to inform evidence-based decision making across the business.

Places for People are seeking to establish a strong dialogue with customers embed our customer segmentation model, ensuring evidenced representation and inclusion.

Background

An effective insight team can help drive performance by ensuring that decisions are based on good understanding of customers' current, emergent and latent needs, and checking that customers' reasonable expectations are being met.

The best insight teams are rigorous and objective and use both digital and traditional market research techniques. Delivery needs to keep its focus relevant to the business agenda and actively communicate results and implications to those developing and executing strategy.

Review of the current capability has identified:

Activity and data is sitting in silos which reduces the impact on the business.

Current activity is passive and distanced from core operational teams. Strong internal relationships across the business and having a clear business partnering model in place is crucial in building credibility and value.

Research and/or engagement is often delivered for singular purpose with little wider learning and connectivity – we need to step up and proactively drive the conversation with the rest of the organisation.

The most powerful insight nearly always comes from collaboration across sources (data and qualitative methods). The current delivery doesn't allow for this to happen and we also don't have an adequate skill set to deliver qualitative information.

We need strategic, commercial thinking that can impact at the highest levels.

We need to move away from 'rear view mirror' led work to delivering information in real time and looking to lead, predict and influence the future.

We need to proactively drive the customer agenda across the organisation, rather than only responding to briefs and relying on basic reports and analysis.

We need to embed our existing Customer knowledge, particularly our segmentation to ensure all Customer needs are considered in decision making.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Cost criterion - Name: Pricing / Weighting: 20

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

Duration in months

36

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

II.2.14) Additional information

To respond to this opportunity please click here: <https://www.delta-sourcing.com/respond/HG6B8F2Q59>

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.2) Conditions related to the contract

III.2.1) Information about a particular profession

Execution of the service is reserved to a particular profession

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

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

Date

28 March 2025

Local time

12:00pm

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

English

IV.2.7) Conditions for opening of tenders

Date

28 March 2025

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Preston:-Research-consultancy-services./HG6B8F2Q59>

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GO Reference: GO-2025221-PRO-29524239

VI.4) Procedures for review

VI.4.1) Review body

High Court of England and Wales

Strand

London

WC2A 2LL

Telephone

+44 2079476000

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Royal Courts of Justice

Strand

London

WC2A 2LL

Telephone

+44 2079476000

Country

United Kingdom

VI.4.4) Service from which information about the review procedure may be obtained

Crown Commercial Services

1 Horse Guards Road

London

SW1A 2HQ

Country

United Kingdom