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Contract

Customer Surveys

The Guinness Partnership Ltd

F03: Contract award notice

Notice identifier: 2024/S 000-007210

Procurement identifier (OCID): ocds-h6vhtk-0425e7

Published 6 March 2024, 2:34pm

Section I: Contracting authority

I.1) Name and addresses

The Guinness Partnership Ltd

Bower House, 1 Stable Street

Oldham

OL9 7LH

Contact

- Jim Booth

Email

james.booth@guinness.org.uk

Telephone

+44 3031231890

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<http://www.guinnesspartnership.com/>

Buyer's address

<http://www.guinnesspartnership.com/>

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 Surveys

Reference number

DN696351

II.1.2) Main CPV code

- 79311000 - Survey services

II.1.3) Type of contract

Services

II.1.4) Short description

The Guinness Partnership Limited (Guinness) is one of the largest providers of affordable housing and care services in England. We build and manage homes and provide housing services for around 140,000 customers.

Guinness are conducting a procurement process to appoint a provider to conduct customer surveys on our behalf. The contract will be for a period of three years with an option to extend for a further two years subject to performance and value for money.

The surveys will include circa 700 transactional surveys to be conducted by email on a daily or weekly basis and circa 700 surveys in accordance with the Tenant Satisfaction Measures (TSMs) set by the Regulator and a smaller number of other surveys covering general perceptions of Guinness. These are to be conducted by telephone.

The surveys play an important role in helping us measure our effectiveness in delivering quality customer service and high customer satisfaction levels. They help us to identify the areas for improvement and shape our strategy to evolve and strengthen our service model.

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: £730,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79311000 - Survey services

II.2.3) Place of performance

NUTS codes

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

II.2.4) Description of the procurement

The Tenant Satisfaction Measures are required by the Regulator and it is essential that these are completed on time, to the required volumes, and among a representative sample of customers. Suppliers will be expected to demonstrate their understanding of these measures.

Our surveys provide our main company Key Performance Indicator for satisfaction, and we undertake more surveys than required by the Regulator to ensure we have a reasonably robust sample size for regional analysis. We run transactional surveys following the completion of certain tasks with the customer (for example, a completed repair, Customer Support case, accounts case, etc.) The purpose of these is less about measurement and more about quickly identifying cases where the customer still thinks the matter is unresolved.

The provider will be expected to have a portal to report the results of the surveys in real time. Full details of the required functionality can be found in the Procurement

Documents.

II.2.5) Award criteria

Quality criterion - Name: Experience / Weighting: 10

Quality criterion - Name: Knowledge / Weighting: 10

Quality criterion - Name: Service Delivery / Weighting: 15

Quality criterion - Name: Account Management / Weighting: 6

Quality criterion - Name: Training, development & support / Weighting: 4

Quality criterion - Name: Technology, systems & reporting / Weighting: 10

Quality criterion - Name: Systems & processes / Weighting: 2

Quality criterion - Name: Diversity & inclusion: Policies / Weighting: 2

Quality criterion - Name: Diversity & inclusion: Anti-Racism / Weighting: 1

Price - Weighting: 40

II.2.11) Information about options

Options: Yes

Description of options

The initial term is for three years. Subject to performance and vale for money, the contract may be extended by two further periods of 12 months.

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

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.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-036908](#)

Section V. Award of contract

Title

Customer Surveys

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

27 February 2024

V.2.2) Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 7

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

V.2.3) Name and address of the contractor

The Leadership Factor Limited

Huddersfield

Country

United Kingdom

NUTS code

- UKE - Yorkshire and the Humber

The contractor is an SME

Yes

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

Total value of the contract/lot: £723,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Public procurement review service, Cabinet Office

London

Country

United Kingdom