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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](mailto: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

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## **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 value 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

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## **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](#)

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## **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

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Public procurement review service, Cabinet Office

London

Country

United Kingdom