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Tender

## **International Market Research Services - Lot 1 Mixed Methods and Lot 2 Online Panels**

The British Broadcasting Corporation (BBC)

F02: Contract notice

Notice identifier: 2023/S 000-007280

Procurement identifier (OCID): ocds-h6vhtk-03b262

Published 13 March 2023, 4:21pm

The closing date and time has been changed to:

**28 April 2023, 2:00pm**

See the [change notice](#).

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

The British Broadcasting Corporation (BBC)

Broadcasting House, Portland Place

London

W1A 1AA

#### **Email**

[anna.neuman@bbc.co.uk](mailto:anna.neuman@bbc.co.uk)

#### **Telephone**

+44 1234567890

**Fax**

+44 1234567890

**Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<http://www.bbc.co.uk/supplying/>

Buyer's address

<https://bbc.bravosolution.co.uk/>

**I.3) Communication**

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

<https://bbc.bravosolution.co.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://bbc.bravosolution.co.uk/>

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**

Other activity

Broadcasting

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

International Market Research Services - Lot 1 Mixed Methods and Lot 2 Online Panels

Reference number

PROC/2022/53/AN

#### **II.1.2) Main CPV code**

- 79310000 - Market research services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

1. The BBC World Service is a leading international news broadcaster globally, providing programming and content for radio, television, online and other digital platforms in English and in 42 other languages across the world. The BBC WS reaches a combined global weekly audience of 492 million people and plays an important role bringing news to countries that can be both economically thriving and struggling and also can be enjoying democratic freedoms or can be under immense political pressures and can find itself blocked by stern regimes trying to control news in their country.

The BBC World Service has a particular requirement for International research which involves conducting market research in a variety of markets around the world to better understand the local audience, their needs and wants as we look to expand our awareness and offer a relevant service from the BBC World Service to these countries. The research will inform strategic policy, commissioning and editorial decisions as well as ensuring audiences are at the heart of everything the BBC delivers.

2. The BBC intends to establish a Framework Agreement that provides a roster of Service Providers who will deliver International Market Research Services Under this framework, the BBC requires the delivery of a range of high quality research services – both large and small; that require the application of quantitative techniques and approaches that are robust, ethical and most appropriate to the aim of the projects.

The BBC expects to appoint a minimum of 5 Tenderers to Lot 1 and Lot 2 of the Framework Agreement.

The spend range over the term of 4 years for both lots (Lot 1 and Lot 2) is estimated to be between £5 - 7 million. The spend ranges are not committed spend ranges, and are therefore only an estimation of spend that could be made through the Framework Agreement.

#### **II.1.5) Estimated total value**

Value excluding VAT: £7,000,000

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for all lots

### **II.2) Description**

#### **II.2.1) Title**

Lot No

LOT 1 - Mixed Methods Market Research Services

#### **II.2.2) Additional CPV code(s)**

- 79310000 - Market research services

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

#### **II.2.4) Description of the procurement**

This Lot is to supply quantitative market research solutions to address issues for an international media broadcast and digital brand working in developed and non-developed markets . Any Tenderer should be able to deliver a relevant methodological solution to the issue being addressed including with different language groups and underserved women and youth audiences. Issues could include advertising evaluation, proposition testing, product usage and attitude testing.

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

48

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) Description**

### **II.2.1) Title**

Lot No

LOT 2 - Online Panels Market Research Services

### **II.2.2) Additional CPV code(s)**

- 79310000 - Market research services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

This Lot is to supply market research solutions using online panels for an international

media broadcast and digital brand working in developed and non-developed markets. Any Tenderer should be able to provide a relevant panel solution addressing the needs to research different demographic, language and cultural groups in these types of markets. Typical projects include continuous brand tracker studies and digitally focused communication evaluation studies.

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

48

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

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

Where there is more than one economic operator, the BBC reserves the right to require a grouping of economic operators to take a particular legal form or to require a single economic operator to take primary liability or to require that each party undertakes joint and several liability.

Please register your interest in this project by taking the following steps:

1) Register your company on the Jaggaer e-Tendering portal (this is only required once):

1.1 Go to <https://bbc.bravosolution.co.uk>

1.2 Click the link on the login page to register;

1.3 Accept the terms and conditions and click 'Continue';

1.4 Enter your correct business and user details;

1.5 Note the username you chose and click 'Save' when complete;

1.6 You will shortly receive an email with your temporary password.

2) Express an interest in the tender:

2.1 Login to the portal with the username/password;

2.2 Click the 'PQQs/ITTs Open to all Suppliers' link. (These are Pre-Qualification Questionnaires or Invitations to Tender open to any registered supplier).

2.3 Click on the relevant PQQ/ITT to access the content;

2.4 Click the 'Express Interest' button at the top of the page. This will move the PQQ/ITT into

your 'My PQQs/My ITTs' page. (This is a secure area reserved for your projects only;

2.5 You can now access any attachments by clicking 'Buyer Attachments' in the 'PQQ/ITT Details' box.

3) Responding to the tender:

3.1 Click 'My Response' under PQQ/ITT Details', you can choose to 'Create Response' or to

'Decline to Respond' (please give a reason if declining);

3.2 You can now use the 'Messages' function to communicate with the buyer and seek any

clarification;

3.3 Note the deadline for completion, and then follow the onscreen instructions to complete

the PQQ/ITT. There may be a mixture of online and offline actions for you to perform (there is detailed online help available)

3.4 You must then submit your reply using the 'Submit Response' button at the top of the page. If you require any further assistance, please consult the online help, or contact the Jagger e-Tendering help desk.

### **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



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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

#### **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**

Originally published as:

Date

21 April 2023

Local time

2:00pm

Changed to:

Date

28 April 2023

Local time

2:00pm

See the [change notice](#).

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

English

**IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 4 (from the date stated for receipt of tender)

**IV.2.7) Conditions for opening of tenders**

Date

21 April 2023

Local time

2:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.3) Additional information**

In the case of technology requirements, the BBC may involve its technology partner (Atos IT Solutions and Services Limited) to assist in the scoping and drafting of invitations to tender and/or the evaluation of tenders. However, the final decision as to which is the most economically advantageous (by reference to the award criteria) will be made by the BBC. The awarding authority reserves the right not to award a contract and to annul the procurement process at any stage. Tenders and all supporting documents must be priced in sterling and all payments will be made in sterling. The contract shall be subject to English law. The awarding authority does not bind itself to accept the lowest, or any tender and reserves the right to accept part of a tender unless the tenderer expressly stipulates otherwise in the tender document.

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

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

Business and Property Courts of England and Wales – TCC

Rolls Building, 7 Rolls Building, Fetter Lane

London

EC4A 1NL

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

As stated in the Public Contracts Regulations 2015. The applicable review time limits shall be as stated in Regulations 92 and 93 Public Contracts Regulations 2015.