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Planning

# TfL 95855 - London Transport Museum Customer Research and Benchmarking

Transport for London

F01: Prior information notice
Prior information only
Notice identifier: 2022/S 000-007441
Procurement identifier (OCID): ocds-h6vhtk-0323ab
Published 18 March 2022, 2:51pm

# Section I: Contracting authority

## I.1) Name and addresses

Transport for London

14 Pier Walk

London

SE10 0ES

**Contact**

Miss Lavinia Tidy-Jones

**Email**

laviniatidyjones@tfl.gov.uk

**Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

https://tfl.gov.uk

Buyer's address

https://tfl.gov.uk

## I.2) Information about joint procurement

The contract is awarded by a central purchasing body

## I.3) Communication

Additional information can be obtained from the above-mentioned address

## I.4) Type of the contracting authority

Body governed by public law

## I.5) Main activity

General public services

# Section II: Object

## II.1) Scope of the procurement

### II.1.1) Title

TfL 95855 - London Transport Museum Customer Research and Benchmarking

Reference number

DN603200

### II.1.2) Main CPV code

• 79310000 - Market research services

### II.1.3) Type of contract

Services

### II.1.4) Short description

This Market Sounding Questionnaire (MSQ) is issued by Transport for London (TfL) on behalf of the London Transport Museum (LTM) and seeks to obtain market feedback to inform LTM's approach towards its market research requirements.

The purpose of this Market Sounding Questionnaire is to ascertain if there are any companies able to supply LTM with valuable bespoke benchmarking data in addition to its visitor survey.

Details of some of the benchmarking data LTM would like to have insight on is outlined below:

• Audience segment comparisons.

• Engagement

• Overall value for money (ticket price)

• Percent of visitors that are of Black, Asian, Minority or ethnic background

• Percent of families visiting that are Black, Asian, minority, ethnic visitors

• Percent of families visiting that are socio-economic grade C2, D, E

• Percent of visitors that use the attractions website pre-visit

• Net promotor score

• Visitor motivation to visit

• Overall enjoyment

• Likelihood to return

• Intention to share on social media

• Average dwell time

• Visitor engagement ratings

• Ratings for the amount of queuing

• Perceptions of commitment to environmental sustainability

• Retail: conversion from browsing to purchase

• Retail: spend per head

• Retail: Value for money

• Retail: customer service

• Retail: Quality of products

• Retail: Range of items for adults

• Retail: Overall

• Retail: Range of items for children

• Catering: Average spend per party

• Catering: Use of facility

• Catering: Efficient

• Catering: service

• Catering: Value for money

• Catering: Range for adults

• Catering: Range for children

• Catering: Quality

This exercise does not form part of any formal procurement process. All responses will be carefully considered but will not bind TfL to any particular approach to the procurement, nor will responses be treated as conveying any promise or commitment on the part of the respondent.

Please complete this questionnaire via ProContract under the reference - DN603200

**II.1.6) Information about lots**

This contract is divided into lots: No

## II.2) Description

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

• 79342311 - Customer satisfaction survey

### II.2.3) Place of performance

NUTS codes

• UK - United Kingdom

### II.2.4) Description of the procurement

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• Catering: Efficient

• Catering: service

• Catering: Value for money

• Catering: Range for adults

• Catering: Range for children

• Catering: Quality

## II.3) Estimated date of publication of contract notice

18 March 2022

# Section IV. Procedure

## IV.1) Description

### IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes