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Contract

Rolling Audience Research Tender

National Galleries of Scotland

F20: Modification notice

Notice identifier: 2021/S 000-009299

Procurement identifier (OCID): ocds-h6vhtk-02abc4

Published 29 April 2021, 3:15pm

Section I: Contracting authority/entity

I.1) Name and addresses

National Galleries of Scotland

National Galleries of Scotland, 73 Belford Road

Edinburgh

EH4 3DS

Email

amccann@nationalgalleries.org

Telephone

+44 1316246374

Country

United Kingdom

NUTS code

UKM75 - Edinburgh, City of

Internet address(es)

Main address

<http://www.nationalgalleries.org>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA11042

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Rolling Audience Research Tender

Reference number

506379

II.1.2) Main CPV code

- 79310000 - Market research services

II.1.3) Type of contract

Services

II.2) Description

II.2.2) Additional CPV code(s)

- 79310000 - Market research services

II.2.3) Place of performance

NUTS codes

- UKM75 - Edinburgh, City of

II.2.4) Description of the procurement at the time of conclusion of the contract:

This is a modification of the National Galleries of Scotland's (NGS) Rolling Audience Research Contract awarded by NGS on the 29/01/2018. Contract Notice: 2017/S 164-338173. Contract Award Reference: 2018/S 021-044455.

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

Duration in months

12

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.2) Administrative information

IV.2.1) Contract award notice concerning this contract

Notice number: [2018/S 021-044455](#)

Section V. Award of contract/concession

Contract No

506379

Title

Rolling Audience Research Tender

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract/concession award decision:

29 January 2018

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor/concessionaire

DJS Research

Unit 3, Pavilion Ln,

Marple, Stockport

SK6 7GH

Telephone

+44 01663767857

Country

United Kingdom

NUTS code

- UKD3 - Greater Manchester

The contractor/concessionaire is an SME

Yes

V.2.4) Information on value of the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)

Total value of the procurement: £169,390

Section VI. Complementary information

VI.3) Additional information

This is a modification of a contract award by the National Galleries of Scotland on 29 January 2018 (SC Ref: 528 096).

(SC Ref:651112)

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court

Sheriff Court House, 27 Chambers Street

Edinburgh

EH1 1LB

Email

edinburgh@scotcourts.gov.uk

Telephone

+44 1312252525

Country

United Kingdom

Section VII: Modifications to the contract/concession

VII.1) Description of the procurement after the modifications

VII.1.1) Main CPV code

- 79310000 - Market research services

VII.1.3) Place of performance

NUTS code

- UKM75 - Edinburgh, City of

VII.1.4) Description of the procurement:

The contract is for the provision of Audience Research services.

The Audience Research provider offers insight and analysis about our visitor (and non-visitor) feedback and needs, support organisational KPIs, special projects and inform organisational-wide strategy. The full scope of the contract is detailed in the Tender Documents.

VII.1.5) Duration of the contract, framework agreement, dynamic purchasing system or concession

Duration in months

48

VII.1.6) Information on value of the contract/lot/concession (excluding VAT)

Total value of the contract/lot/concession:

£207,390

VII.1.7) Name and address of the contractor/concessionaire

DJS Research

Unit 3, Pavilion Ln,

Marple, Stockport

SK6 7GH

Telephone

+44 01663767857

Country

United Kingdom

NUTS code

- UKD3 - Greater Manchester

The contractor/concessionaire is an SME

Yes

VII.2) Information about modifications

VII.2.1) Description of the modifications

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

This proposed modification is an extension of 12 months - from the 1st April 2021 to 31st March 2022 - to an existing contract that was advertised without the option of an extension period.

In accordance with the terms of Article 72(1)(e) and Article 72(4) of the Directive, this proposed modification to the existing contract is not substantial, and therefore a new procurement procedure is not required.

This proposed modification is in respect of duration. Whilst periodic alterations have been made to the methodology adopted in delivering the services of the contract, these alterations are in respect of health and safety and in accordance with national restrictions during the pandemic. These alterations did not involve any changes being made to the existing contract in terms of the services being provided to National Galleries Scotland (NGS). Whilst the NGS will make payment to the Service Provider in respect of the additional 12 months of services being provided, this proposed modification does not have the effect of changing the economic balance of the contract, nor does this modification operate to change the scope of the existing contract. Due to the suspension of services for a total 7-month period during the previous 12-month term of the initial contract duration; and the agile approach to methodology during the extension of a further 12 months, the contract value post modification as stated in this modification notice is an estimate of the maximum spend.

Had this proposed modification been part of the initial procurement procedure, it is

unlikely that, given the nature of the proposed modification, it would have allowed the admission of other candidates than those initially selected, or that additional participants would have been attracted to participate in the procurement procedure.

This proposed modification in terms of contract duration does not have the effect of rendering this contract materially different from the existing contract.

During this extension period, NGS will proceed with a new procurement exercise for the Audience Research Contract.

VII.2.2) Reasons for modification

Need for modification brought about by circumstances which a diligent contracting authority/entity could not foresee.

Description of the circumstances which rendered the modification necessary and explanation of the unforeseen nature of these circumstances:

The pandemic and subsequent national lockdown and restrictions has had a direct impact on the delivery of the contract services. National Galleries Scotland could not responsibly re-tender the contract during 2020 as initially planned, as we were unable to determine the long-term impact to these types of services, the safe and permitted methodologies for conducting the contract, the timeline for stable and sustainable recovery and appropriately revise our contract requirements. In addition, there would have been concerns for assessing the financial standing of potential Bidders for a new contract at such time; and whether we would have secured a competitive tender response during periods of furlough and reduced resources. This 12-month extension period should allow for some stability and stronger forecasting of our requirements and approach to the contract services for re-tender.

VII.2.3) Increase in price

Updated total contract value before the modifications (taking into account possible earlier contract modifications, price adaptations and average inflation)

Value excluding VAT: £169,390

Total contract value after the modifications

Value excluding VAT: £207,390