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Tender

## **Audience Data and Insights Tool**

The Arts Council of England

F02: Contract notice

Notice identifier: 2022/S 000-009429

Procurement identifier (OCID): ocds-h6vhtk-032b70

Published 7 April 2022, 7:05pm

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

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

The Arts Council of England

21 Bloomsbury Street

London

WC1B 3HF

#### **Contact**

Amanda Jones

#### **Email**

[amanda.jones@artscouncil.org.uk](mailto:amanda.jones@artscouncil.org.uk)

#### **Telephone**

+44 1615374120

#### **Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.artscouncil.org.uk>

**I.3) Communication**

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

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Software-programming-and-consultancy-services./7K572J6M77>

Additional information can be obtained from the above-mentioned address

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

Grant Funding

## **Section II: Object**

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

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

Audience Data and Insights Tool

Reference number

405 ACE ITT

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

- 72200000 - Software programming and consultancy services

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

Services

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

Audience Data & Insights Tool: the provision of an online data collection and analysis platform and associated support services that will enable NPOs and other arts and cultural organisations to collect and submit audience data and provide them and ACE with the ability to derive insights from the data.

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

Value excluding VAT: £1,600,000

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

This contract is divided into lots: No

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

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

- 48900000 - Miscellaneous software package and computer systems
- 79310000 - Market research services
- 79311000 - Survey services
- 73110000 - Research services

- 73210000 - Research consultancy services
- 72000000 - IT services: consulting, software development, Internet and support

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

In this Procurement, Arts Council England (ACE) is seeking a suitably qualified Contractor to provide an online data collection and analysis platform and associated support services. The platform will enable NPOs and other arts and cultural organisations to collect and submit audience data and provide them and ACE with the ability to derive insights from the data. Data will include but not be limited to their total audience volumes, touring information, postcode and demographics data (i.e. ethnicity, age, gender, disability, socio-economic background) of their audience, and box office transaction data. The platform must be fully operational and capable of accepting data from 1 April 2023 until the end of the Contract.

A detailed set out requirements is set out in the ITT which can be downloaded from <https://www.delta-esourcing.com/tenders/UK-UK-London:-Software-programming-and-consultancy-services./7K572J6M77>

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

Quality criterion - Name: Quality / Weighting: 70

Quality criterion - Name: Social Value / Weighting: 10

Cost criterion - Name: Commercial / Weighting: 20

### **II.2.6) Estimated value**

Value excluding VAT: £1,600,000

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

Start date

1 September 2022

End date

31 March 2026

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.2.14) Additional information**

To respond to this opportunity please click here: <https://www.delta-sourcing.com/respond/7K572J6M77>

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

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

#### **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

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

Contract performance conditions as stated in the procurement documents

## **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

19 May 2022

Local time

12:00pm

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

English

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

Date

19 May 2022

Local time

12:00pm

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

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GO Reference: GO-202247-PRO-19929707

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

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

The High Court

The Royal Courts of Justice

London

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

The Arts Council of England

21 Bloomsbury Street

London

WC1B 3HF

Telephone

+44 1615374120

Country

United Kingdom