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Contract

## **Market Research Services Framework**

The British Broadcasting Corporation (BBC)

F03: Contract award notice

Notice identifier: 2023/S 000-010334

Procurement identifier (OCID): ocds-h6vhtk-0332a0

Published 11 April 2023, 12:25pm

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

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

The British Broadcasting Corporation (BBC)

Broadcasting House, Portland Place

London

W1A 1AA

#### **Contact**

Rob Overton

#### **Email**

[rob.overton@bbc.co.uk](mailto:rob.overton@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.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**

Market Research Services Framework

Reference number

PROC 2022 06 RO

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

- 79310000 - Market research services

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

Services

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

The BBC has awarded a Framework Agreement for the delivery of Market Research Services. The Framework Agreement is divided into 3 separate Lots.

Tenderers bid individually for either Lot 1a, Lot 1b or Lot 2 or a combination of them, where they met the Minimum Standards.

The following includes the expected total value of spend for each Lot on the Framework Agreement, for the full Term (48 months).

Lot 1a Continuous Tracking Studies Research - This Lot is targeted at meeting the BBC's most complex and strategic media sector research requirements, integrating behavioural (use and consumption) and perception (experience / satisfaction) and applying a leading edge of technological development in data collection and processing and brand tracking studies. Total value of £42,100,000.

Lot 1b Bespoke Audience Research Projects - This Lot is targeted at research studies that provide insight into people's usage of and attitudes to media products and services, drawing on input from a range of different demographic groups and geographical regions, including the requirement to sample harder to reach, niche and diverse audiences within any methodology. Total value of £6,520,000.

Lot 2 Children and Education Research - This Lot is targeted at research studies that provide insight into how children discover our content, how children find and consume

media and who is influential in helping them choose. Total value of £1,380,000.

NB – the total values are not committed spend, and are therefore only an expectation of spend that could be made through the Framework Agreement.

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

This contract is divided into lots: Yes

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £50,000,000

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

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

Continuous Tracking Studies Research

Lot No

Lot 1a

#### **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 targeted at meeting the BBC's most complex and strategic media sector research requirements, integrating behavioural (use and consumption) and perception (experience / satisfaction) and applying a leading edge of technological development in data collection and processing and brand tracking studies.

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

Price

### **II.2.11) Information about options**

Options: Yes

Description of options

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

### **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**

Bespoke Audience Research Projects

Lot No

Lot 1b

### **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 targeted at research studies that provide insight into people's usage of and attitudes to media products and services, drawing on input from a range of different demographic groups and geographical regions,

including the requirement to sample harder to reach, niche and diverse audiences within any methodology.

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

Price

### **II.2.11) Information about options**

Options: Yes

Description of options

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

### **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**

Children and Education Research

Lot No

Lot 2

### **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 targeted at research studies that provide insight into

how children discover our content, how children find and consume media and who is influential in helping them choose.

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

Price

#### **II.2.11) Information about options**

Options: Yes

Description of options

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

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

The procurement involves the establishment of a framework agreement

#### **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: [2022/S 000-011267](#)

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## **Section V. Award of contract**

### **Contract No**

PROC 2022 06 RO

### **Lot No**

1a

### **Title**

Market Research Framework

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

1 March 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 21

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

Ipsos MORI UK Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME



No

**V.2.3) Name and address of the contractor**

Walnut Unlimited Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Yonder Consulting Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

BMG Research Limited

Birmingham

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Dipsticks Research Limited

Hexam

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

YouGov PLC

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Kantar Media UK Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Nielsen Media Research Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

GfK UK Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

Harris Interactive UK Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £42,100,000

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## **Section V. Award of contract**

### **Contract No**

PROC 2022 06 RO

### **Lot No**

1b

### **Title**

Bespoke Audience Research Projects

A contract/lot is awarded: Yes

## **V.2) Award of contract**

### **V.2.1) Date of conclusion of the contract**

1 March 2023

### **V.2.2) Information about tenders**

Number of tenders received: 43

The contract has been awarded to a group of economic operators: Yes

### **V.2.3) Name and address of the contractor**

2CV Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

BMG Research Limited

Birmingham

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Differentology Limited

Newcastle upon Tyne

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Dipsticks Research Limited

Hexam

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

ESRO Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Flood and Partners Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Hook Research Limited

Oxford

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Ipsos MORI UK Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Jigsaw Research Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Magenta Research Limited

Surbiton

Country



United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

MEL Research Limited

Birmingham

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

MTM London Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Oxygen Brand Consulting Limited

Milnthorpe

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Saul Parker Consulting Limited t/a The Good Side

Thames Ditton

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Trinity Mcqueen Limited

Leeds

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Truth Consulting Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Walnut Unlimited Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Yonder Consulting Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

YouGov PLC

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £6,520,000

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## **Section V. Award of contract**

### **Contract No**

PROC 2022 06 RO

### **Lot No**

2

### **Title**

Children and Education Research

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

1 March 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 15

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

Beano Studios Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

DJS Research Limited

Stockport

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

EVERFI Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Hook Research Limited

Oxford

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Ipsos MORI UK Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Oxygen Brand Consulting Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

Sherbert Research Limited

Marlow

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £1,380,000

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## **Section VI. Complementary information**

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

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.