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Awarded contract

Market Research Services Framework

The British Broadcasting Corporation (BBC)

F03: Contract award notice

Notice reference: 2023/S 000-010334

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

Telephone

+44 1234567890

Fax

+44 1234567890

Country

United Kingdom

NUTS 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

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

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](#)

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

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

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

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.