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Tender

## **Market Research Services Framework**

The British Broadcasting Corporation (BBC)

F02: Contract notice

Notice identifier: 2022/S 000-011267

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

Published 29 April 2022, 5:24pm

### **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

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<http://www.bbc.co.uk/supplying/>

**I.3) Communication**

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

<https://bbc.bravosolution.co.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://bbc.bravosolution.co.uk>

Tenders or requests to participate must be submitted to the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<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 intends to establish a Framework Agreement of Suppliers for the delivery of Market Research Services. The Framework Agreement is divided into 3 separate Lots.

Tenderers may bid individually for either Lot 1a, Lot 1b or Lot 2 or any combination of them, where they meet 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.1.5) Estimated total value**

Value excluding VAT: £50,000,000

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

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

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

Value excluding VAT: £42,100,000

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

Start date

1 March 2023

End date

28 February 2027

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

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

Value excluding VAT: £6,520,000

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

Start date

1 March 2023

End date

28 February 2027

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

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

Value excluding VAT: £1,380,000

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

Start date

1 March 2023

End date

28 February 2027

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

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

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

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

Where there is more than one economic operator, the BBC reserves the right to require a grouping of economic operators to take a particular legal form or to require a single economic operator to take primary liability or to require that each party undertakes joint and several liability.

Please register your interest in this project by taking the following steps: 1 - Register your company on the Jaggaer eSourcing portal (this is only required once): 1.1 Go to <https://bbc.bravosolution.co.uk> 1.2 - Click the link on the login page to register. 1.3 Accept the terms and conditions and click 'Continue'. 1.4 - Enter your correct business and user details. 1.5 - Note the username you chose and click 'Save' when complete. 1.6 - You will shortly receive an email with your temporary password. 2 - Express an interest in the tender: 2.1 - Login to the portal with the username/password. 2.2 - Click the 'PQQs/ITTs Open to all Suppliers' link. (These are Pre-Qualification Questionnaires or Invitations to Tender open to any registered supplier). 2.3 - Click on the relevant PQQ/ITT to access the content. 2.4 - Click the 'Express Interest' button at the top of the page. This will move the PQQ/ITT into your 'My PQQs/My ITTs page. (This is a secure area reserved for your projects only. 2.5 - You can now access any attachments by clicking 'Buyer Attachments' in the 'PQQ/ITT Details' box. 3. Responding to the tender: 3.1 - Click 'My Response' under 'PQQ/ITT Details', you can choose to 'Create Response' or to 'Decline to Respond' (please give a reason if declining). 3.2 - You can now use the 'Messages' function to communicate with the buyer and seek any clarification. 3.3 - Note the deadline for completion, and then follow the onscreen instructions to complete the PQQ/ITT. There may be a mixture of online and offline actions for you to perform (there is detailed online help available). 3.4 You must then submit your reply using the 'Submit Response' button at the top of the page. If you require any further assistance, please consult the online help, or contact the Jaggaer eSourcing help desk.

#### **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

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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

Framework agreement with several operators

#### **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

30 May 2022

Local time

2:00pm

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

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 8 (from the date stated for receipt of tender)

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

Date

30 May 2022

Local time

2:00pm

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

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.4.3) 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.