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Tender

Marketing Insights and Research Services for The Royal Mint

The Royal Mint

F02: Contract notice

Notice identifier: 2023/S 000-016876

Procurement identifier (OCID): ocds-h6vhtk-03d624

Published 14 June 2023, 2:06pm

Section I: Contracting authority

I.1) Name and addresses

The Royal Mint

Llantrisant

Pontyclun

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Contact

Stephen Pickard

Email

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Telephone

+44 1443222111

Country

United Kingdom

Region code

UKL15 - Central Valleys

Internet address(es)

Main address

<https://www.royalmint.com>

I.3) Communication

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

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.royalmint.bravosolution.co.uk/

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

Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Marketing Insights and Research Services for The Royal Mint

Reference number

57295

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

This opportunity is for bidders to join a framework agreement where awarded framework participants will have the opportunity to undertake various marketing insights and research services for The Royal Mint. Specialities and capabilities required include:

- Qualitative research.
- Quantitative research.
- Customer and market analysis to include market sizing, pricing and segmentation.
- Innovation in customer understanding e.g., observation, multivariate statistics and modelling, online communities, eye tracking and semiotics, usability experience, AI.
- Services: usage and attitude, customer loyalty, emerging markets.
- Specialist audiences: coin collectors or bullion investors, collectibles, gifters, LGBTQIA+, Asian/British Asian, People of Colour, Affluent/HNW, business decision-makers, institutional and/or retail investors.
- Specialist sectors: coins/bullion market, collectibles, business finance/investment, personal finance/investment, online retail, retail, manufacturing, sustainability, tourism, royalty, jewellery, luxury goods, auctions, millennials.

- Country experience: UK, USA, Europe and Japan capabilities.

II.1.5) Estimated total value

Value excluding VAT: £625,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79310000 - Market research services
- 79330000 - Statistical services

II.2.3) Place of performance

NUTS codes

- UKL15 - Central Valleys

II.2.4) Description of the procurement

The procurement aims to introduce a framework agreement for the provision of marketing insights and research services for The Royal Mint. Suppliers who are awarded to the framework will have the opportunity to undertake business for The Royal Mint if successful under simple mini-competitions that will be conducted with framework participants alone during the framework period. Full details of the procurement and the opportunity are provided within the procurement documentation.

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: £625,000

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

Duration in months

This contract is subject to renewal

Yes

Description of renewals

Ongoing requirement following contract completion. Will be subject to future competition.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

2 x 1 year extension options included within stated duration (total of 60 months).

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 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

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

Envisaged maximum number of participants to the framework agreement: 5

In the case of framework agreements, provide justification for any duration exceeding 4 years:

The initial framework will be for 3 years with 2 x 1 year extension options to be enacted at the sole discretion of The Royal Mint. The framework period is selected in order to offer sufficient opportunity to bidders and participants, and it is anticipated to support The Royal Mint across its own 5 year corporate strategy.

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

14 July 2023

Local time

12:00pm

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: 3 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

14 July 2023

Local time

12:01pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 4 Years

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

The Royal Mint

Llantrisant

Country

United Kingdom