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Tender

## **Ofcom Market Research Framework 2024 - 2028**

OFCOM

F02: Contract notice

Notice identifier: 2023/S 000-016890

Procurement identifier (OCID): ocds-h6vhtk-03d630

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

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

OFCOM

Riverside House, 2a Southwark Bridge Road

London

SE1 9HA

#### **Contact**

Hayley Watson, Senior Procurement Manager

#### **Email**

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#### **Telephone**

+44 79813000

**Country**

United Kingdom

**Region code**

UKI - London

**Internet address(es)**

Main address

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

Buyer's address

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

**I.3) Communication**

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

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://ofcom.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**

Other activity

UK Independent Communications Regulator

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## Section II: Object

### II.1) Scope of the procurement

#### II.1.1) Title

Ofcom Market Research Framework 2024 - 2028

Reference number

C20231581

#### II.1.2) Main CPV code

- 79310000 - Market research services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

Ofcom is tendering for a Market Research Framework. Ofcom's Market Research team commissions primary research projects and services, working with a range of teams across the organisation, including Economics and Analytics, Networks and Communications, Broadcasting and Media Policy, Spectrum, Strategy & Policy and Online Safety. We require suppliers that can deliver high quality market research projects, with findings suitable for publication, following industry best practice. Examples of our work can be located on the Market Research section of the Ofcom website: <https://www.ofcom.org.uk/research-and-data>

There will be six Market Research Lots in the new framework for the provision of standard market research services, each of which relate to a broad area of standard research expertise; Quantitative (Adults), Qualitative (Adults), Qualitative (Adults minority groups), Children's Research (Qualitative and Quantitative), Online omnibus/ panel and Behavioural Insight. If Ofcom has a specialist or niche market research service requirement, we may choose to commission that through the framework, or we may choose to commission it via an open Invitation to Tender Process, by inviting specialist suppliers to bid.

At this stage of the process, Applicants are invited to express an interest in providing standard market research services to Ofcom in one or more of these lots. Applicants that pass this initial assessment will be invited to take part in the second stage of the tender. If

successful in the second stage of the tender, they will be added as suppliers to the framework agreement for a particular Lot(s).

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

Value excluding VAT: £20,000,000

### **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**

Lot No

Lot 1 – Quantitative Research (Adults)

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

- 79310000 - Market research services

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

NUTS codes

- UKI - London

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

Suppliers will have expertise in standard quantitative research techniques, including face to face, online and telephone interviews. Robust data quality assurance processes are essential. Tenderers should also have expertise on research with UK citizens, consumers & audiences and with advanced statistical techniques, such as segmentations and key driver analysis. Projects will typically relate to broadcasting, telecoms, online behaviour, and postal services. Projects will include UK residential respondents and, occasionally, business surveys. Tenderers must be able to comply with the Market Research Society's Code of Conduct.

Tenderers awarded a place on this Lot 1 will be invited by Ofcom as and when the need arises, to bid for specific service requirements via a "mini competition". Please note that being

added to the framework does not guarantee any business, nor will it necessarily provide the opportunity to bid for quantitative research projects that Ofcom considers to be non-standard or specialist in nature.

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

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

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

At Ofcom's absolute discretion, the Contract may be extended for up to two further periods of up to twelve months each. The maximum length of the contract is therefore four years.

### **II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 20

### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

Description of options

The contract will include options to extend the contract period for up to two additional periods of 12 months each, up to a maximum contract period of four years.

### **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**

Lot No

Lot 2– Qualitative Research (Adults)

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

- 79310000 - Market research services

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

NUTS codes

- UKI - London

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

Suppliers will have expertise in a range of standard qualitative research techniques amongst UK citizens, consumers and audiences. For example, focus groups, depth interviews, deliberative techniques and ethnography. Projects will typically relate to broadcasting, telecoms, online behaviour, and postal services. Projects will include UK residential respondents and, occasionally, business surveys. Audio visual recording will often be required. Tenderers must be able to comply with the Market Research Society's Code of Conduct.

Tenderers awarded a place on this Lot 2 will be invited by Ofcom as and when the need arises, to bid for specific service requirements via a "mini competition". Please note that being added to the framework does not guarantee any business, nor will it necessarily provide successful tenderers exclusive appointment for qualitative research projects that Ofcom considers to be non-standard or specialist in nature.

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

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

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

## **system**

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The contract will include options to extend the contract period for up to two additional periods of 12 months each, up to a maximum contract period of four years.

### **II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 20

### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

Description of options

The contract will include options to extend the contract period for up to two additional periods of 12 months each, up to a maximum contract period of four years.

### **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**

Lot No

Lot 3 – Qualitative Research (Adults minority groups)

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

- 79310000 - Market research services

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

NUTS codes

- UKI - London

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

Suppliers will have expertise in a range of qualitative research techniques amongst a minority or hard-to-reach group (or groups) of adults in the UK population. This Lot will include suppliers who have specialist expertise in conducting research among a particular group (e.g. disabled people, ethnic minority groups) and may also include suppliers who have the capacity and expertise to conduct research among a range of different minority groups. Ability to adapt methods to recruit and research inclusively with target populations will be key.

Projects on this Lot will typically relate to broadcasting, but may include other sectors. Audio visual recording will often be required. Tenderers must be able to comply with the Market Research Society's Code of Conduct.

Tenderers awarded a place on this Lot 3 will be invited by Ofcom as and when the need arises, to bid for specific service requirements via a "mini competition". Please note that being added to the framework does not guarantee any business, nor will it necessarily provide successful tenderers exclusive appointment for qualitative research projects that Ofcom considers to be non-standard or specialist in nature.

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

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

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

Duration in months

24

This contract is subject to renewal



Yes

#### Description of renewals

At Ofcom's absolute discretion, the Contract may be extended for up to two further periods of up to twelve months each. The maximum length of the contract is therefore four years.

### **II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 35

### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

#### Description of options

At Ofcom's absolute discretion, the Contract may be extended for up to two further periods of up to twelve months each. The maximum length of the contract is therefore four years.

### **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**

Lot No

Lot 4 – Children's Research (Qualitative and Quantitative)

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

- 79310000 - Market research services

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

NUTS codes

- UKI - London

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

Suppliers will need to have the highest ethical and safeguarding standards, and experience of research with vulnerable children and sensitive topics. Our focus here is on online safety in relation to UK children. In 2023 we expect that the Online Safety Bill will be passed which will make Ofcom the regulator responsible for online safety in the UK. It is crucial that we secure an in-depth understanding of user experience, attitudes and behaviours. This means an increased need for us to conduct research with children, focused on online safety issues (which are often sensitive and difficult-to-research topics). The safety of participants and researchers is of utmost importance and successful suppliers will need to provide us with full details of ethics and safeguarding approaches. We are seeking research partners with experience and understanding in this area to deliver high-quality ethical research to inform public debate. It is possible that some of our research needs may require specialist expertise (e.g. trauma informed clinicians) and we are open to suppliers partnering with other specialists to meet project needs. Tenderers must be able to undertake qualitative and/or quantitative research that complies with the Market Research Society's Code of Conduct.

Tenderers awarded a place on this Lot 4 will be invited by Ofcom as and when the need arises, to bid for specific service requirements via a "mini competition". Please note that being added to the framework does not guarantee any business, nor will it necessarily provide successful tenderers exclusive appointment for children's research projects that Ofcom considers to be non-standard or specialist in nature.

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

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

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

At Ofcom's absolute discretion, the Contract may be extended for up to two further periods of up to twelve months each. The maximum length of the contract is therefore four years.

### **II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 20

### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

Description of options

At Ofcom's absolute discretion, the Contract may be extended for up to two further periods of up to twelve months each. The maximum length of the contract is therefore four years.

### **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**

Lot No

Lot 5 – UK online omnibus/ panel surveys

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

- 79310000 - Market research services

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

NUTS codes

- UKI - London

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

Suppliers will need to be able to deliver statistically robust online surveys amongst the UK population. Typical requirements will be for UK-representative samples, or for surveys amongst minority groups in the UK population (for example, customers of a particular supplier, or vulnerable groups).

Our requirements from suppliers will typically be for a 'full-service' provision, to include advice, questionnaire design and analysis and reporting. Bids to join the framework will be assessed on this basis, although the winning bidder(s) will also be required to provide 'field and tab' services from time to time, where Ofcom would provide the agency with a questionnaire and the output requirement will be data tables and files only.

Often, the projects commissioned on this lot will be designed to efficiently collect consumer data to deliver to relatively tight project deadlines. Tenderers must comply with the Market Research Society's Code of Conduct.

Under Lot 5 the default position will be that Ofcom will call off specific service requirements on a ranking basis. The Tenderer ranked first under this Lot will be offered the work first, should they decline or not be in a position to complete the work the second placed supplier will be offered the work and so on.

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

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

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

At Ofcom's absolute discretion, the Contract may be extended for up to two further periods of up to twelve months each. The maximum length of the contract is therefore four years.

## **II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 10

## **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

Description of options

At Ofcom's absolute discretion, the Contract may be extended for up to two further periods of up to twelve months each. The maximum length of the contract is therefore four years.

## **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**

Lot No

Lot 6 – Behavioural Insight

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

- 79310000 - Market research services

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

NUTS codes

- UKI - London

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

Suppliers will have good understanding and experience of projects that involve behavioural

science.

Our in-house behavioural insight team will require support for projects that apply behavioural science techniques to policy design, particularly with regards to online behaviour.

We anticipate that suppliers on this Lot will be invited to submit proposals for projects including the provision of randomised control trials, literature reviews, user research (incl. user testing) and behavioural analysis among adults (and occasionally children).

Tenderers awarded a place on this Lot 6 will be invited by Ofcom as and when the need arises, to bid for specific service requirements via a “mini competition”. Please note that being added to the framework does not guarantee any business, nor will it necessarily provide successful tenderers exclusive appointment for behavioural research projects that Ofcom considers to be non-standard or specialist in nature.

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

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

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

At Ofcom's absolute discretion, the Contract may be extended for up to two further periods of up to twelve months each. The maximum length of the contract is therefore four years.

### **II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 20

### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

Description of options

At Ofcom's absolute discretion, the Contract may be extended for up to two further periods of up to twelve months each. The maximum length of the contract is therefore four years.

### **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.1.2) 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**

Agreement will contain service levels and key performance indicators, as stated in the procurement documents.

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted 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

14 July 2023

Local time

12:00pm

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

25 August 2023

#### **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**

Tender must be valid until: 10 April 2024



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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

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

Court of Appeal of England and Wales

London

Country

United Kingdom