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Tender

## **Provision of Audience Research Services**

National Galleries of Scotland

F02: Contract notice

Notice identifier: 2021/S 000-018026

Procurement identifier (OCID): ocds-h6vhtk-02cdd8

Published 29 July 2021, 8:55am

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

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

National Galleries of Scotland

National Galleries of Scotland, 73 Belford Road

Edinburgh

EH4 3DS

#### **Contact**

Matt Ramagge

#### **Email**

[mramagge@nationalgalleries.org](mailto:mramagge@nationalgalleries.org)

#### **Country**

United Kingdom

#### **NUTS code**

UKM75 - Edinburgh, City of

**Internet address(es)**

Main address

<http://www.nationalgalleries.org>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA11042](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA11042)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

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

<https://www.publiccontractsscotland.gov.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publiccontractsscotland.gov.uk>

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://www.publiccontractsscotland.gov.uk>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Recreation, culture and religion

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Provision of Audience Research Services

Reference number

650 504

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

- 79310000 - Market research services

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

Services

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

The National Galleries of Scotland is seeking to appoint a sole Service Provider for the Provision of Audience Research Services.

National Galleries Scotland (NGS) proudly displays collection artworks and exhibitions within three Galleries across four main sites - The Scottish National Gallery (SNG), The Scottish National Portrait Gallery (SNPG) and the Scottish National Gallery of Modern Art (SNGMA) (Modern One and Modern Two).

The Service Provider is required to conduct Audience Research to provide insight and analysis about both visitors and non-visitors in order to support the organisation's Key Performance Indicators (KPIs), special projects and inform organisation-wide strategic planning.

Full details of the Contract Requirements are detailed in the DRAFT Contract Requirements document.

There is no commitment to a volume of work. Under this agreement, no minimum workload is guaranteed. Services will be agreed to on an "as required" basis. The Tenderer will have no claim against NGS if they are not instructed to carry out any of the services.

NGS may have additional qualitative and/or quantitative audience research needs but

these are yet undefined and will not be in the scope for this Tender. If and/or when additional audience research needs are identified, there would not be an automatic award.

The agreement will therefore be non-exclusive i.e. NGS reserves the right, in certain circumstances, to procure out with the Contract Agreement, as and when required.

In the event of unsatisfactory performance by the successful Service Provider and the termination of the contract by either party, NGS reserves the right to negotiate the continuance of the services with the second and third placed Service Providers.

The Service Provider must have a clear understanding of the contract requirements and the organisational needs of NGS. As part of the tender exercise, the Service Provider must detail flexible options of robust methodologies for conducting audience research services which meet all data capture requirements. DRAFT Stage 2 Quality Criteria has been uploaded to the portal for review.

#### **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

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

NUTS codes

- UKM75 - Edinburgh, City of

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

The procurement will be conducted through the use of the Restricted Procedure. The SPD will be used as a downsizing tool in this procedure.

It is the intention of NGS to shortlist a maximum of 5 Service Providers but NGS reserves the right to invite in excess of this number of Service Providers in the event of a tie.

Economic Operators may be excluded from this competition if they are in any of the situations referred to in Regulation 58 of the Public Contracts (Scotland) Regulations 2015.

The objective criteria for shortlisting candidates is detailed under section III of this

Contract Notice.

A DRAFT Contract Agreement, Draft Contract Requirements and DRAFT second stage quality scoring sections has been uploaded to the portal. This is for INFORMATION and GUIDANCE ONLY as to the requirements of the contract and tender process. Bidders should satisfy themselves that they can fulfil the contract requirements prior to completing the SPD.

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

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

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

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

The contract duration will be for an initial 36-month period, with the option of two additional 12-month extensions, not exceeding 24 months; resulting in possible maximum contract extension of 60 months. This is at the discretion of National Galleries Scotland. Each 12-month period of the contract is anticipated to run from 1st April through 31st March.

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

Envisaged minimum number: 5

Objective criteria for choosing the limited number of candidates:

Statements including the specific requirements can be found under Section III of this

Contract Notice.

Bidders must pass the minimum standards sections of the SPD.

**II.2.10) Information about variants**

Variants will be accepted: No

**II.2.11) Information about options**

Options: Yes

Description of options

NGS may require the Service Provider to provide additional services. Any such modification shall be in terms of Regulation 72 of the Public Contracts (Scotland) Regulations 2015.

**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.2.14) Additional information**

All shortlisted Bidders will be invited to provide a presentation. It is currently anticipated that presentations will take place during the weeks 15th - 26th November 2021, although this date is subject to change. It is yet to be determined as to whether these presentations will take place in person on-site at NGS or via an e-meeting platform.

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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

Q4A1a 'Enrolment in a Relevant Professional Register', Q4A.2a 'Authorisation of Particular Organisation Needed' and Q4A.2b 'Membership of a Particular Organisation Needed' have been included in the SPD. Bidders must confirm whether this is applicable to them.

If applicable, each question will be scored on a Pass/Fail basis. If the Bidder is required by their country of establishment, to have enrolment in a Professional Register, authorisation and/or membership of a particular organisation that the Bidder has not attained, the response will be deemed a 'Fail'. Any Bidder scoring a 'Fail' mark will be disqualified from the competition.

#### **III.1.2) Economic and financial standing**

List and brief description of selection criteria

The following selection criteria is listed within the SPD and will be scored on a Pass/Fail basis:

Q4B5a Insurance - Professional Risk Indemnity

Q4B5b Insurance - Employer's (Compulsory) Liability

Q4B5c Insurance - All other types listed

Q4B6 Other Economic or Financial Requirements

Minimum level(s) of standards possibly required

Q4B.5a - It is a requirement of the contract that Bidders hold or commit to obtain prior to the commencement of any subsequent award of contract, the types and levels of insurance indicated below:

Professional Risk Indemnity = 5,000,000 GBP

This will be scored on a Pass/Fail basis. If the Bidder responds "No, I cannot commit to obtain it" the response will be deemed a "Fail". Any Bidder scoring a "Fail" mark will be

disqualified from the competition.

Q4B.5b - It is a requirement of the contract that Bidders hold or commit to obtain prior to the commencement of any subsequent award of contract, the types and levels of insurance indicated below:

Employer's (Compulsory) Liability = 5,000,000 GBP

This will be scored on a Pass/Fail basis. If the Bidder responds "No, I cannot commit to obtain it" the response will be deemed a "Fail". Any Bidder scoring a "Fail" mark will be disqualified from the competition.

Q4B.5c - It is a requirement of the contract that Bidders hold or commit to obtain prior to the commencement of any subsequent award of contract, the types and levels of insurance indicated below:

Public Liability Insurance = 5,000,000 GBP

Cyber Liability Insurance (first & third-party cover) = 5,000,000 GBP

This will be scored on a Pass/Fail basis. If the Bidder responds "No, I cannot commit to obtain it" the response will be deemed a "Fail". Any Bidder scoring a "Fail" mark will be disqualified from the competition.

Q4B6 - All information is contained within the online SPD.

### **III.1.3) Technical and professional ability**

List and brief description of selection criteria

The following selection criteria is listed within the SPD and will be scored:

Q4C.1.2 Relevant Examples (Weighting 100%)

Q4C.10 Subcontracting Proportion (Weighting 0% - NOT SCORED)

The five highest scoring Bidders will be shortlisted to the Invitation to Tender (Stage 2).

Question scoring methodology is fully described within the SPD.

Q4D.1 Quality Assurance (including Health & Safety Procedures) & Q4D.2 Environmental Management are included under selection criteria but will be scored on a Pass/Fail basis, as detailed below.



Minimum level(s) of standards possibly required

Q4C.1.2 - All information is contained within the online SPD.

This question contains sub-criteria weightings allocated to each required Case Study as detailed within the online SPD. These are:

Case Study 1. Audience Research Experience in the Arts & Culture Sector (sub-criteria weighting 35%)

Case Study 2. Audience Research Experience with UK-wide and/or International Audiences (sub-criteria weighting 35%)

Case Study 3. Innovation & New Methodologies in Audience Research (sub-criteria weighting 30%)

Q4C.10 - All information is contained within the online SPD.

Q4D.1 Quality Assurance (including Health & Safety Procedures): all information in regard to minimum level(s) of standards required is contained within the online SPD.

This will be scored on a Pass/Fail basis. If the Bidder responds "No" the response will be deemed a "Fail". Any Bidder scoring a "Fail" mark will be disqualified from the competition.

Q4D.2 Environmental Management: all information in regard to minimum level(s) of standards required is contained within the SPD.

This will be scored on a Pass/Fail basis. If the Bidder responds "No" the response will be deemed a "Fail". Any Bidder scoring a "Fail" mark will be disqualified from the competition.

## **III.2) Conditions related to the contract**

### **III.2.2) Contract performance conditions**

As detailed in the Contract.

### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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## **Section IV. Procedure**

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

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

Restricted procedure

#### **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: [2018/S 021-044455](#)

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

30 August 2021

Local time

12:00pm

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

20 September 2021

#### **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: 6 (from the date stated for receipt of tender)

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## **Section VI. Complementary information**

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

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 2025 - 2027

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

National Galleries Scotland reserves the right to cancel the procurement at any time and not award a Contract. The expenditure, work or effort undertaken by Bidders prior to the Award of Contract is accordingly a matter solely for the commercial judgement of Bidders.

Late SPDs and tenders may not be considered by National Galleries Scotland.

Tenderers must include within their tender return compliance with all legislation applicable at the date for return of tenders relating to COVID-19 restrictions, such as, but not limited to, "The Health Protection (Coronavirus) (Restrictions) (Scotland) Amendment (No.2) Regulations 2020" and details of any Notices issued by the HSE.

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at

[https://www.publiccontractsscotland.gov.uk/Search/Search\\_Switch.aspx?ID=650504](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=650504).

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

[https://www.publiccontractsscotland.gov.uk/sitehelp/help\\_guides.aspx](https://www.publiccontractsscotland.gov.uk/sitehelp/help_guides.aspx).

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

(SC Ref:650504)

Download the ESPD document here:

[https://www.publiccontractsscotland.gov.uk/ESPD/ESPD\\_Download.aspx?id=650504](https://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=650504)

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

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

Edinburgh Sheriff Court

Sheriff Court House, 27 Chambers Street

EDINBURGH

EH1 1LB

Country

United Kingdom

Internet address

<https://www.scotcourts.gov.uk/the-courts/court-locations/edinburgh-sheriff-court-and-justice-of-the-peace-court>