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Tender

## **PRO004373 Customer Market Research Services**

United Utilities Water Limited

F05: Contract notice – utilities

Notice identifier: 2021/S 000-018229

Procurement identifier (OCID): ocds-h6vhtk-02cea3

Published 30 July 2021, 12:08pm

### **Section I: Contracting entity**

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

United Utilities Water Limited

Lingley Mere Business Park

Warrington

WA5 3LP

#### **Contact**

Michael Jones

#### **Email**

[michael.jones2@uuplc.co.uk](mailto:michael.jones2@uuplc.co.uk)

#### **Telephone**

+44 7901172777

#### **Country**

United Kingdom

**NUTS code**

UKD - North West (England)

**National registration number**

02366678

**Internet address(es)**

Main address

<http://www.unitedutilities.com>

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/43984>

**I.3) Communication**

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

[https://uk.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=39009&B=UNITEDUTILITIES](https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=39009&B=UNITEDUTILITIES)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[https://uk.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=39009&B=UNITEDUTILITIES](https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=39009&B=UNITEDUTILITIES)

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

**I.6) Main activity**

Water

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## **Section II: Object**

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

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

PRO004373 Customer Market Research Services

Reference number

PRO004373

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

- 79310000 - Market research services

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

Services

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

United Utilities (UU) is becoming increasingly more focused on its customers, and is encouraged by the water industry regulator, Ofwat, to ensure customer priorities are appropriately reflected in its business plan and activity.

UU is also prepared to invest in gathering meaningful insight about customer needs and expectations, to help provide the evidence the business needs to embed customer priorities into the centre of its ways of working.

Research is currently procured on a project-by-project basis via a tender process in line with current procurement guidelines

United Utilities will benefit from implementing supplier frameworks through improvements to the efficiency of procuring research services across the organisation.

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

Value excluding VAT: £6,000,000

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

This contract is divided into lots: Yes

Tenders may be submitted for maximum number of lots

3

Maximum number of lots that may be awarded to one tenderer: 2

## **II.2) Description**

### **II.2.1) Title**

Specialist Qualitative Services

Lot No

1

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

- 79310000 - Market research services

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

NUTS codes

- UKD - North West (England)

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

This lot covers Suppliers who specialise in qualitative research which involves collecting and analysing non-numerical data (e.g. sentiment, text, audio, video etc.) Activities in this area may include but not limited to: Specialist qual services (e.g. Stakeholder/ expert interviewing, Workshop expertise, Customer journey mapping, UX research, Ad & comms development / testing, Co-creation, Ethnographic research, Identifying customer needs, Exploratory research, Customer closeness, Campaign or brand evaluation through social media research.

### **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: £1,200,000

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

Duration in months

96

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**

Specialist Quantitative services

Lot No

2

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

- 79310000 - Market research services

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

NUTS codes

- UKD - North West (England)

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

This lot covers Suppliers who specialise in quantitative research where data collection focuses on quantifying the collection and analysis of numerical data. Activities in this area may include but not limited to: Specialist Quant Services (e.g. Expert quant analysis, Research and analytics, Pricing and demand modelling, Customer segmentation,

Consumer profiling, Behavioural science, Implicit testing, Omnibus, Specialists quantitative survey methods).

#### **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: £1,200,000

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

Duration in months

96

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**

Generalist/ Full service Quantitative and Qualitative

Lot No

3

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

- 79310000 - Market research services

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

NUTS codes

- UKD - North West (England)

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

This lot covers Suppliers who are full-service and provide a balanced amount of qualitative and quantitative services and do not specialise in either area. Activities in this area may include but not limited to: Focus groups/ mystery shopping/ depth interviews/ intercepts, online lite ethno/vox pops, comms testing, standard quantitative survey methods.

### **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: £2,400,000

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

Duration in months

96

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**

Customer/Community Panels

Lot No

4

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

- 79310000 - Market research services

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

NUTS codes

- UKD - North West (England)

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

This Lot covers the specific requirement for a United Utilities online customer panel or community (MROC). United Utilities are looking for a Supplier who is able to provide a full-service online community panel. Activity in this area may include but not limited to:

Online customer / community platform technology, Management capability to run an ongoing community panel, Community recruitment retention and activity stimulation, On-going panel engagement strategy,

Set-up and build expertise for community panel, Platform licencing, Management and content provision services, Qualitative research techniques, Quantitative research techniques, Digital immersion, Vox-pops videos, Reporting workshops, Customer / community forums, Face to face customer immersion sessions,

Drafting findings and recommendations, Reporting and presenting findings and recommendations.

### **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: £840,000

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

Duration in months

96

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**

Brand and Advertising Tracking

Lot No

5

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

- 79310000 - Market research services

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

NUTS codes

- UKD - North West (England)

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

This Lot covers the specific requirement for a United Utilities Brand Tracking solution. United Utilities is looking for a Supplier who is able to provide a Bespoke Brand Tracking / media Tracking service should pitch for this Lot. Activity in this area may include but not limited to: Brand / reputation / equity tracking, Brand Health mapping, Advertising tracking ,Set-up workshops, Stakeholder engagement, Questionnaire design, Bespoke methodology recommendations, Dynamic approach, Online dashboard design and implementation, Innovative storytelling and reporting, Contextual analysis, Actionable Insight recommendations, Face To Face immersion sessions, Cross-agency analysis.

**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: £384,000

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

Duration in months

96

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

Please refer to procurement documents

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

List and brief description of selection criteria

Please refer to procurement documents

Minimum level(s) of standards possibly required

Please refer to procurement documents

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

List and brief description of selection criteria

Please refer to procurement documents

Minimum level(s) of standards possibly required

Please refer to procurement documents

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## **Section IV. Procedure**

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

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

Negotiated procedure with prior call for competition

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

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

Date

3 September 2021

Local time

2:00pm

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

English

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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**

High Court of England & Wales

City of Westminster

London

Country

United Kingdom