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Contract

## **Communications Quantitative Call-Off Contract**

Department for Transport

F03: Contract award notice

Notice identifier: 2024/S 000-018786

Procurement identifier (OCID): ocds-h6vhtk-0470dc

Published 18 June 2024, 3:37pm

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

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

Department for Transport

London

#### **Email**

[dftcommercial@dft.gov.uk](mailto:dftcommercial@dft.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

#### **Internet address(es)**

Main address

[www.dft.gov.uk](http://www.dft.gov.uk)

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

Ministry or any other national or federal authority

## **I.5) Main activity**

General public services

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## **Section II: Object**

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

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

Communications Quantitative Call-Off Contract

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

- 79310000 - Market research services

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

Services

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

Once appointed, the successful Agency will be required to provide the following research services for the Client:

4.1.1 Research Services and Analysis: A programme of cost-effective research and analysis services across the Client's Marketing and low and no-cost communication campaigns, measuring and benchmarking key attitudinal and behavioural shifts, and delivering other research services as new needs emerge.

4.1.2 Campaign Tracking and Evaluation: continuing the tracking and evaluation of the THINK! road safety campaign and the inclusive transport campaign, as well as bi-annual THINK! Omnibus tracking research. Deliver

the Transport Perceptions Tracker to measure awareness and confidence in the Client's low and no-cost communications.

4.1.3 Methodology and Insights: use consistent and comparable methodology, present insights and recommendations based on results, and respond to briefs and challenges with innovative and cost-effective research solutions.

4.1.4 Account Management: provide a professional, strong, effective and stable core management team for the Client.

4.1.5 Emerging projects: the Department for Transport, its Agencies and relevant delivery partners may also access the contract for quantitative research services for further projects as they arise, such as our Travel Confidence Tracker, which measures attitudes towards international travel. This may include the need to conduct research with businesses (b2b), as well as the wider UK public (b2c).

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £3,000,000

### **II.2) Description**

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

NUTS codes

- UK - United Kingdom

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

Once appointed, the successful Agency will be required to provide the following

research services for the Client:

- Research Services and Analysis: A programme of cost-effective research and analysis services across the Client's Marketing and low and no-cost communication campaigns, measuring and benchmarking key attitudinal and behavioural shifts, and delivering other research services as new needs emerge.
- Campaign Tracking and Evaluation: continuing the tracking and evaluation of the THINK! road safety campaign and the inclusive transport campaign, as well as bi-annual THINK! Omnibus tracking research. Deliver the Transport Perceptions Tracker to measure awareness and confidence in the Client's low and no-cost communications.
- Methodology and Insights: use consistent and comparable methodology, present insights and recommendations based on results, and respond to briefs and challenges with innovative and cost-effective research solutions.
- Account Management: provide a professional, strong, effective and stable core management team for the Client.
- Emerging projects: the Department for Transport, its Agencies and relevant delivery partners may also access the contract for quantitative research services for further projects as they arise, such as our Travel Confidence Tracker, which measures attitudes towards international travel. This may include the need to conduct research with businesses (b2b), as well as the wider UK public (b2c).

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

Quality criterion - Name: quality / Weighting: 70

Quality criterion - Name: social value / Weighting: 10

Cost criterion - Name: price / Weighting: 20

## **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 IV. Procedure**

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

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

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

The opportunity was undertaken via a call-off competition from an existing CCS Framework

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

The procurement is covered by the Government Procurement Agreement: No

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## **Section V. Award of contract**

### **Contract No**

TCOM3064

## **Title**

Communications Quantitative Call-Off Contract

A contract/lot is awarded: Yes

## **V.2) Award of contract**

### **V.2.1) Date of conclusion of the contract**

7 June 2024

### **V.2.2) Information about tenders**

Number of tenders received: 3

The contract has been awarded to a group of economic operators: No

### **V.2.3) Name and address of the contractor**

Verian Group UK Ltd

London

Email

[dftcommercial@dft.gov.uk](mailto:dftcommercial@dft.gov.uk)

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

### **V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £3,000,000

Total value of the contract/lot: £2,250,000

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## **Section VI. Complementary information**

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

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

Cabinet Office

London

Country

United Kingdom