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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

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

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

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

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

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

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Cabinet Office

London

Country

United Kingdom