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Planning

## **West Yorkshire Residents Survey**

West Yorkshire Combined Authority

F01: Prior information notice

Prior information only

Notice identifier: 2021/S 000-021468

Procurement identifier (OCID): ocds-h6vhtk-02db4b

Published 31 August 2021, 2:30pm

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

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

West Yorkshire Combined Authority

Leeds

##### **Email**

[procurement@westyorks-ca.gov.uk](mailto:procurement@westyorks-ca.gov.uk)

##### **Country**

United Kingdom

##### **NUTS code**

UKE4 - West Yorkshire

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

Main address

<https://www.westyorks-ca.gov.uk>

### **I.3) Communication**

Additional information can be obtained from the above-mentioned address

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

Regional or local authority

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

Other activity

The West Yorkshire Combined Authority is the driving force for economic growth across Bradford, Calderdale, Kirklees, Leeds and Wakefield districts and the city of York council area

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## **Section II: Object**

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

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

West Yorkshire Residents Survey

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

- 73200000 - Research and development consultancy services

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

Services

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

Since its formation in 2014, the West Yorkshire Combined Authority (CA) has conducted a range of behavioural research via discrete commissions. This ranges from full-service research commissions to fieldwork-only services. We recognise there is an opportunity to move away from this model towards a more centralised, flexible approach. In addition, feedback from research companies has indicated that some research projects that have traditionally been conducted via telephone interviews might be better suited to online-based techniques. We believe that the growth of online activity and smartphone uptake by a wider range of age groups makes conducting statistically robust, representative online surveys a more viable option than they have been previously. We are therefore considering flexible low-cost options for establishing a West Yorkshire online panel. Prior to procurement, the CA wishes to consult with the market on conducting a range of primary research activity using an online panel

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

This contract is divided into lots: No

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

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

- 73200000 - Research and development consultancy services

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

NUTS codes

- UKE4 - West Yorkshire

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

West Yorkshire Combined Authority (CA) is interested in exploring options to procure an online panel that would service business to customer (b2c) research activity. Additionally, potentially, we are looking at options from the same service provider, to also cover business to business research (for the purposes of continuing our Leeds City Region Business Survey). Since its formation in 2014, the West Yorkshire Combined Authority (CA) has conducted a range of behavioural research via discrete commissions. This ranges from full-service research commissions to fieldwork-only services. We recognise there is an opportunity to move away from this model towards a more centralised, flexible approach. In addition, feedback from research companies has indicated that some research projects that have traditionally been conducted via telephone interviews might be better suited to online-based techniques. We believe that the growth of online activity and smartphone uptake by a wider range of age groups makes conducting statistically robust, representative online surveys a more viable option than they have been previously. We are therefore considering flexible low-cost options for establishing a West Yorkshire online panel. Prior to procurement, the CA wishes to consult with the market and we are inviting suppliers to submit their views in relation to a future tender opportunity where the CA will be able to conduct a range of primary research activity using an online panel of West Yorkshire residents, representative of the local population. The online panel/community will be used to capture residents' views on transport, housing, jobs and the environment, culture and policing. The information received in this consultation shall enable the Combined Authority to make an informed decision on its requirements. Please contact [procurement@westyorks-ca.gov.uk](mailto:procurement@westyorks-ca.gov.uk) for additional background information and a number of questions for which we are inviting market feedback by 20th September.

## **II.3) Estimated date of publication of contract notice**

18 October 2021

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## **Section IV. Procedure**

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

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

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section VI. Complementary information**

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

Please contact [procurement@westyorks-ca.gov.uk](mailto:procurement@westyorks-ca.gov.uk) for additional background information and a number of questions for which we are inviting market feedback by 20th September.