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Tender

## **Provision of Market Research Services**

NORTHUMBRIAN WATER GROUP LIMITED

F05: Contract notice – utilities

Notice identifier: 2023/S 000-022874

Procurement identifier (OCID): ocds-h6vhtk-03ed71

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

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

NORTHUMBRIAN WATER GROUP LIMITED

Northumbria House, Abbey Road, Pity Me

DURHAM

DH15FJ

#### **Contact**

Laura McMain

#### **Email**

[laura.mcmain@nwl.co.uk](mailto:laura.mcmain@nwl.co.uk)

#### **Telephone**

+44 7805786518

**Country**

United Kingdom

**Region code**

UKC14 - Durham CC

**Companies House**

2366703

**Internet address(es)**

Main address

<https://www.nwl.co.uk>

**I.3) Communication**

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

<https://s1.ariba.com>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://s1.ariba.com>

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**

Provision of Market Research Services

Reference number

NW2653

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

- 79310000 - Market research services

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

Services

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

NWG relies on market research to establish a better understanding of its household and commercial customers that includes forecasting social marketing attitude, behavioural change trends and customer satisfaction.

NWGs Corporate Affairs team also depends on research to inform and evaluate its key projects that will support NWG to achieve its ambition of being the national leader in water and wastewater services.

Annual spend is in the region of £71,000 to £80,000 per year

The contract will be for a three-year contract with the option to extend for a further two years

The contract will start on 1st April 2024

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

This contract is divided into lots: No

## **II.2) Description**

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

NUTS codes

- UKC - North East (England)

- UKH14 - Suffolk
- UKH3 - Essex

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

NWG relies on market research to establish a better understanding of its household and commercial customers that includes forecasting social marketing attitude, behavioural change trends and customer satisfaction.

NWGs Corporate Affairs team also depends on research to inform and evaluate its key projects that will support NWG to achieve its ambition of being the national leader in water and wastewater services.

A number of research tracking programmes have been established over a period of time that enables the collection of key data such as customer satisfaction and campaign/message recall. These tracking programmes are:

- Household customers (internally known as 'domestic tracking') - this research programme is carried out quarterly by telephone to a representative sample of customers in NWGs three operating areas (North East of England, Essex and Suffolk). This programme tracks satisfaction with all aspects of the services provided by NWG including NPS, brand values and communication/marketing activity.
- Transactional NPS - this research programme is carried out quarterly by telephone to customers who have made contact in a single week. This programme tracks NPS and customer satisfaction and will form part of the calculation for NWGs NPS score along with the result from the domestic tracking programme.
- Omnibus survey that includes questions for the external facing Corporate Affairs projects - prior to Covid-19 this programme was face to face contact, but is now done online, and currently takes place once a year
- Key stakeholders - this research is carried out quarterly by telephone to NWGs key stakeholders in its three operating areas. This helps track satisfaction with services and the relationship NWG has with each individual/organisation. A trust score from this research is shared on the company's business scorecard.
- Priority services - this research is carried out quarterly by telephone to customers registered for NWGs financial and non-financial priority services in its three operating areas. This helps track satisfaction with the additional support services provided and how they can be improved. An overall satisfaction score from this research is a key measure for the company, in particular the inclusivity team

In addition to the above tracking programmes, other bespoke research programmes may be requested on an ad-hoc basis for gathering data for the following key projects.

The successful research provider will be required to undertake traditional research methods as well as introducing new innovative ways to collect data to inform key projects and the tracking research programmes. The supplier should also have, or access to, a call centre provision.

Tenders must take into account NWGs locations in terms of the North East of England, Essex and Suffolk when pricing and answering all quality questions.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

This contract is subject to renewal

No

### **II.2.10) Information about variants**

Variants will be accepted: Yes

### **II.2.11) Information about options**

Options: Yes

Description of options

The contract will be for 36 months with a further 24 month extension period

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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

As stated in the procurement documents

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

List and brief description of selection criteria

Selection criteria as stated in the procurement documents

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

List and brief description of selection criteria

Selection criteria as stated in the 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

22 August 2023

Local time

4:00pm

#### **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**

Tender must be valid until: 1 April 2024

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

Applicants are asked to note that this procurement process will be conducted electronically with all documents and communication being managed through the Northumbrian Water eSourcing Spend Management portal called 'Ariba'.

Expressions of interest for this tender must be sent to the e-mail address [expressions@nwl.co.uk](mailto:expressions@nwl.co.uk) before the deadline date of 22nd August at 16:00. Once expression of interest has been received that contains the details below, applicants will be given access to the Ariba portal within 48 hours from request. This portal will contain all the tender documents associated with this procurement that are available at the time. An email link will also be provided to the email address you provide to access the portal. The deadline for return of the completed PQQ is 4th September 2023 at 12 noon.

When sending expression of interest, applicants must provide the following information: 1) Full company name 2) Main contact details of the person who will be given access to the

Ariba portal - Name, job title, E mail address and telephone

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

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

TBC

TBC

Country

United Kingdom