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Contract

## **SC220097 - Consumer Research**

Kent County Council

F03: Contract award notice

Notice identifier: 2022/S 000-025108

Procurement identifier (OCID): ocids-h6vhtk-031e06

Published 7 September 2022, 2:00pm

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

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

Kent County Council

County Hall

Maidstone

ME14 1XQ

#### **Contact**

Mr Alexander Whelan

#### **Email**

[alexander.whelan@kent.gov.uk](mailto:alexander.whelan@kent.gov.uk)

#### **Telephone**

+44 3000422419

#### **Country**

United Kingdom

**Region code**

UKJ4 - Kent

**Internet address(es)**

Main address

<http://www.kent.gov.uk>

Buyer's address

<http://www.kent.gov.uk>

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

Regional or local 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**

SC220097 - Consumer Research

Reference number

DN600624

**II.1.2) Main CPV code**

- 73000000 - Research and development services and related consultancy services

**II.1.3) Type of contract**

Services

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

Kent County Council is awarding a single contract to CM Monitor (Britain Thinks) Ltd for a residential research project as part of our Resident and User Experience Programme. The contract is due to start 1st September 2022 and will continue for a period of 4 months unless terminated in accordance with the Conditions of Contract.

The overarching aim of this research is to understand what sort of relationship residents currently have, want to have, and need to have, with the county council and the best ways of creating, developing, and maintaining that relationship.

Specifically, we'd like to understand the key factors that shape and drive:

- resident satisfaction with KCC as an organisation
- how trust in KCC is built and damaged
- our reputation as a local authority

Improving information, communications and customer experience

We will use the understanding gained from this research to inform and aid the design of the Council's first resident engagement strategy which seeks to develop a richer, deeper relationship and dialogue with residents. It will also be used to identify the sort of content, features and functionality that residents would value most on our main corporate website ([kent.gov.uk](http://kent.gov.uk)) and optimize and shape ongoing marketing, social media and brand management strategies and activities. It will also be used inform other aspects of the council's policy and strategy development work.

#### **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: £284,532.25

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

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

NUTS codes

- UKJ4 - Kent

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

Kent County Council is awarding a single contract to CM Monitor (Britain Thinks) Ltd for a residential research project as part of our Resident and User Experience Programme. The contract is due to start 1st September 2022 and will continue for a period of 4 months unless terminated in accordance with the Conditions of Contract.

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

Quality criterion - Name: Quality / Weighting: 100

Price - Weighting: 100

## **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**

Competitive procedure with negotiation

#### **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.2.1) Previous publication concerning this procedure**

Notice number: [2022/S 000-005997](#)

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

### **Contract No**

SC220097

### **Lot No**

0

### **Title**

SC220097 - Consumer Research

A contract/lot is awarded: Yes

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

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

31 August 2022

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

Number of tenders received: 5

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 5

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

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

CM Monitor (Britain Thinks) Ltd

CM Monitor (Britain Thinks) Ltd, West Wing, Somerset House, Strand

London

WC2R 1LA

Email

[onathanking@britainthinks.com](mailto:onathanking@britainthinks.com)

Telephone

+44 2078455880

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<https://britainthinks.com/>

The contractor is an SME

No

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

Total value of the contract/lot: £284,532.25

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

A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

No tenders or requests to participate were received or all were rejected

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## **Section VI. Complementary information**

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

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

Kent County Council

Maidstone

ME14 1XQ

Country

United Kingdom