

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/025108-2022>

Contract

SC220097 - Consumer Research

Kent County Council

F03: Contract award notice

Notice identifier: 2022/S 000-025108

Procurement identifier (OCID): ocds-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

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

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) 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.

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) 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.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

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](#)

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

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

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Kent County Council

Maidstone

ME14 1XQ

Country

United Kingdom