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Contract

## **Ofcom Online Research Panel**

OFCOM

F03: Contract award notice

Notice identifier: 2022/S 000-025237

Procurement identifier (OCID): ocds-h6vhtk-0314e0

Published 8 September 2022, 1:36pm

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

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

OFCOM

Riverside House, 2a Southwark Bridge Road

London

SE1 9HA

#### **Email**

[hayley.watson@ofcom.org.uk](mailto:hayley.watson@ofcom.org.uk)

#### **Telephone**

+44 2079813000

#### **Country**

United Kingdom

**Region code**

UKI - London

**Internet address(es)**

Main address

[www.ofcom.org.uk](http://www.ofcom.org.uk)

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

Body governed by public law

**I.5) Main activity**

Other activity

UK Communications Regulator

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## Section II: Object

### II.1) Scope of the procurement

#### II.1.1) Title

Ofcom Online Research Panel

Reference number

C20200756

#### II.1.2) Main CPV code

- 79310000 - Market research services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

Ofcom is the UK regulator for the communications services that we use and rely on each day. We regulate the TV and radio sectors, fixed line telecoms, mobile, postal services, plus the airwaves over which wireless devices operate.

We are independent and funded by fees paid to us by the companies we regulate. Further information can be found on our website [www.ofcom.org.uk](http://www.ofcom.org.uk).

In Autumn 2020, the UK Government introduced new legislation giving Ofcom powers to regulate UK-based video-sharing platforms (VSPs). From November 2020, VSPs which fall within our jurisdiction must comply with new rules around protecting children from potentially harmful content and all users from illegal content and incitement to hatred and violence. Research from this panel will feed into a series of annual VSP monitoring reports.

In Spring 2021, the UK Government published its draft Online Safety Bill, granting Ofcom new responsibilities that will help to keep people safe when they are online. The bill is due to be introduced to Parliament in 2022.

Ofcom invites Applicants to submit proposals for the market research service provision of an Online Research Panel. The online research panel is defined as having access to a large number of consumers, from which quantitative and/or qualitative data can be collected quickly and at relatively low cost.

Any contract(s) awarded following the conclusion of the tender process will be for an initial duration of two years. At Ofcom's absolute discretion, the contract may be extended for up to two further periods of up to twelve months each. The maximum length of the contract is therefore four years.

This tendering exercise is being undertaken using the Jaggaer electronic tendering system at <https://ofcom.bravosolution.co.uk/web/login.shtml>. Suppliers will need to register an interest on the system in order to participate and registration is free.

The estimated value given is for the full duration of the contract including the maximum possible extensions. The estimated annual contract value is therefore £472,500.

### **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: £1,667,000

## **II.2) Description**

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

NUTS codes

- UKI - London

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

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

Price

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

Options: Yes

Description of options

Options to extend the contract at Ofcom's sole discretion for two further periods of up to twelve months each.

## **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**

Restricted procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

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

Notice number: [2022/S 000-003653](#)

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

A contract/lot is awarded: Yes

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

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

25 August 2022

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

Number of tenders received: 4

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

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

YouGov Plc

50 Featherstone Street

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

No

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

Total value of the contract/lot: £1,667,000

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## **Section VI. Complementary information**

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

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

High Court of Justice of England and Wales

The Pavilion, 1 Newhams Row

London

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

High Court of Justice of England and Wales

London

Country

United Kingdom