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Contract

**1800000.00**

Department for Energy Security & Net Zero

F03: Contract award notice

Notice identifier: 2024/S 000-025784

Procurement identifier (OCID): ocids-h6vhtk-043d40

Published 14 August 2024, 12:43pm

## **Section I: Contracting authority**

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

Department for Energy Security & Net Zero

London

SW1A 2EG

#### **Contact**

Kerry Hart

#### **Email**

[ProfessionalServices@UKSBS.co.uk](mailto:ProfessionalServices@UKSBS.co.uk)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

**Internet address(es)**

Main address

[www.ukpbs.co.uk](http://www.ukpbs.co.uk)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

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

Body governed by public law

**I.5) Main activity**

General public services

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## Section II: Object

### II.1) Scope of the procurement

#### II.1.1) Title

1800000.00

Reference number

PS24030

#### 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

Framework Overview

UKSBS on behalf of the Department for Energy Security and Net Zero (DESNZ) (the Contracting Authority) wishes to establish a framework to procure the Energy and Net Zero Behavioural Science Framework. This Framework will replace the current Energy and Climate Change Behavioural Science Framework.

The current Framework agreement acts as a mechanism for colleagues working across the Department for Energy Security and Net Zero (DESNZ) to commission small-scale behavioural science research in the energy and net zero space at pace. It has proved very useful thus far; since launching in August 2022, we have already commissioned 15 projects through it for a range of teams across DESNZ and we anticipate this high level of interest to continue.

Due to popular demand, the current framework is set to shortly meet its maximum spend and so we are reprocurring to avoid a period without this mechanism in place.

UK SBS is managing this procurement process in accordance with the Public Contracts Regulations 2015 (as may be amended from time to time) (the "Regulations").

The award of this Framework will be based on 3 Lots:

Lot 1 – Applying innovative behavioural thinking to a policy problem.

Lot 2 – Policy development and testing with the general population.

Lot 3 – Policy development and testing with complex samples.

This Framework will be made accessible for the Department for Energy Security and Net Zero (DESNZ) (The Contracting Authority) and it is intended that 3 Suppliers will be appointed for each of the Lots detailed above.

Potential bidders / consortia are invited to tender for one or more Lots on an individual basis.

The Framework duration shall be for a maximum period of 5 years.

The Framework is expected to run from June 2024 until 31st June 2027. However, the Contracting Authority will be implementing a break clause within the Framework, placed at the end of June 2028 and June 2029. The break clause will enable the Contracting Authority to ensure that Government priorities and budget availability are still aligned. Therefore, this Framework is being let on a 3, +1, +1 basis.

The break clauses must be formally instructed by the Contracting Authority prior to moving into the next year of the Framework Agreement.

The Framework will have a maximum value cap of £1,800,000.00 across the full potential duration.

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

This contract is divided into lots: Yes

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £1,800,000

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

#### **II.2.1) Title**

Lot No

1

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

- 73000000 - Research and development services and related consultancy services

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

NUTS codes

- UK - United Kingdom

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

Lot 1: Applying innovative behavioural thinking to a policy problem.

Energy & Net Zero policy often faces new difficult problems which require original perspectives. These might be knotty complex problems and cut across a range of policy areas which would benefit from joined up thinking and taking a wide perspective. It may also be useful to further understand the behavioural processes or unintended consequences which affect green choices (e.g. social identity, co-benefits).

Projects like this would require thinking innovatively and challenging existing thinking or approaches. This might involve approaches such as: applying behavioural models, evidence and techniques in new ways; drawing from other fields to inform behavioural problems; or bringing new theoretical or methodological perspectives to the issue. Example projects could be drawing on historical or international trends to outline potential behavioural impacts of future events; anticipating any behavioural spillover effects of green choices; and understanding the impact of uncertainty relating to future Net Zero policies on green choices.

We would generally not expect these projects to involve primary research. Instead, they may include workshops (generally online or in person) and/or reviewing the literature to provide a behavioural perspective. Ideally, they should bring together a range of experts (e.g. from academia) to work on these problems innovatively and progress our thinking.

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

Price

### **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

## **II.2) Description**

**II.2.1) Title**

Lot No

2

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

- 73000000 - Research and development services and related consultancy services

**II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

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

Lot 2: Policy development and testing with the general population.

This lot includes two requirements: (a) understanding end users to inform policy development and (b) testing the impact of policy proposals.

For (a), research will focus on policy areas in early stages of development which require further understanding and engaging the general population. This will require translating problems into behavioural terms, conducting primary and/or secondary research and applying behavioural analysis to the findings (e.g. barriers analysis, consumer journey mapping, solution generation). This could include qualitative research, quantitative research, or mixed methods. This should be able to cover owner occupiers and tenants across a range of ages, environmental views and heating types. Note that projects may require additional small components with other samples too (e.g. stakeholder interviews). We would expect these projects to draw on the findings to present a range of behavioural solutions to the issues raised to help inform the design and delivery of policy.

For (b), research will focus on policy areas in later stages of development that might need to test policy proposals or behavioural interventions to identify their potential impact at scale. This could include trialling different communication and implementation techniques or experiments to test the impact of different policy ideas against each other. This will likely require experimental methods or qualitative / user testing if experimental methods are inappropriate. Experimental research might involve randomised controlled trials and/or quasi-experimental methods, although they may have to be conducted online given the rapid nature of the framework. We may also ask the supplier to provide expert behavioural review of policy proposals or provide expert advice such as developing methodologies to support testing of behavioural interventions.

For quantitative research (both surveys and experiments), suppliers should be able to

draw on random probability samples, which are the default requirement for projects. Alternatives such as adding questions to omnibus surveys and quota samples will occasionally be considered where appropriate for individual projects. We ask that bidders detail their sampling approaches in their application, including detailed information on panels and their risk of bias.

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

Price

### **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

## **II.2) Description**

### **II.2.1) Title**

Lot No

3

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

- 73000000 - Research and development services and related consultancy services

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

NUTS codes

- UK - United Kingdom

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

Lot 3: Policy development and testing with complex samples.

This lot includes the same two requirements as Lot 2: (a) understanding end users to inform policy development and (b) testing the impact of policy proposals, but specifically focuses on complex and hard to reach samples.

For (a), the research will focus on policy areas in early stages of development which

require further understanding and engaging with complex and hard to reach groups. This will require translating problems into behavioural terms, conducting primary and/or secondary research and applying behavioural analysis to the findings (e.g. barriers analysis, consumer journey mapping, solution generation). This could include qualitative research, quantitative research, or mixed methods. We expect suppliers to be able to sample from a range of groups, including SMEs, large businesses, installers, private landlords, and owner occupiers and tenants who are harder to reach (e.g. individuals with disabilities, digitally excluded). This would include being able to work with sampling frames provided by the Contracting Authority and the ability to contact match and address match.

For (b), the research will focus on policy areas in later stages of development that might need to test policy proposals or behavioural interventions to identify their potential impact at scale. This could include trialling different communication and implementation techniques or experiments to test the impact of different policy ideas against each other. This will likely require experimental methods or qualitative / user testing if experimental methods are inappropriate or difficult given sampling requirements. Experimental research might involve randomised controlled trials and/or quasi-experimental methods, although they may have to be conducted online given the rapid nature of the framework. This could also involve providing expert behavioural review of policy proposals or providing expert advice such as developing methodologies to support testing of behavioural interventions.

For quantitative research (both surveys and experiments), suppliers should be able to draw on random probability samples, which are the default requirement for projects. Alternatives such as adding questions to omnibus surveys and quota samples will occasionally be considered where appropriate for individual projects. We ask that bidders detail their sampling approaches in their application, including detailed information on panels and their risk of bias.

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

Price

## **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**

Open procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

#### **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: [2024/S 000-006301](#)

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

### **Lot No**

Lot 1 and 2

A contract/lot is awarded: Yes

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

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

7 August 2024

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

Number of tenders received: 31

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

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

Behavioural Insights Ltd

London

EC4Y 0DS

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

08567792

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,800,000

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

### **Lot No**

1, 2 and 3

A contract/lot is awarded: Yes

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

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

7 August 2024

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

Number of tenders received: 31

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

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

Verian UK Ltd

London

SW1P 3JA

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

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

Total value of the contract/lot: £1,800,000

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

### **Lot No**

1 and 3

A contract/lot is awarded: Yes

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

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

7 August 2024

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

Number of tenders received: 31

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

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

Ipsos (Market Research) Ltd

London

E1W 1YW

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

00948470

The contractor is an SME

No

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

Total value of the contract/lot: £1,800,000

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

### **Lot No**

Lot 2 and 3

A contract/lot is awarded: Yes

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

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

7 August 2024

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

Number of tenders received: 31

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

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

National Centre for Social Research

London

EC1V 0AX

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04392418

The contractor is an SME

No

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

Total value of the contract/lot: £1,800,000

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## **Section VI. Complementary information**

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

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

UK Shared Business Services Ltd

Polaris House, North Star Avenue

Swindon

SN2 1FF

Country

United Kingdom

Internet address

[www.ukpbs.co.uk](http://www.ukpbs.co.uk)

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

UK Shared Business Services Ltd

Polaris House, North Star Avenue

Swindon

SN2 1FF

Email

[ProfessionalServices@UKPBS.co.uk](mailto:ProfessionalServices@UKPBS.co.uk)

Country

United Kingdom