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Tender

## **CON-23-161 Market Research Framework**

Financial Conduct Authority

F02: Contract notice

Notice identifier: 2023/S 000-026549

Procurement identifier (OCID): ocds-h6vhtk-03fb09

Published 7 September 2023, 7:06pm

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

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

Financial Conduct Authority

12 Endeavour Square

London

E20 1JN

#### **Email**

[FCAProcurement@fca.org.uk](mailto:FCAProcurement@fca.org.uk)

#### **Telephone**

+44 2070661000

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

**National registration number**

01920623

**Internet address(es)**

Main address

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

Buyer's address

<https://fca.delta-esourcing.com>

**I.3) Communication**

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

<https://www.delta-esourcing.com/delta/respondToList.html?accessCode=TK846ZJ7D2>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://fca.delta-esourcing.com>

Tenders or requests to participate must be submitted to the above-mentioned address

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

Body governed by public law

**I.5) Main activity**

Economic and financial affairs

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

CON-23-161 Market Research Framework

Reference number

CON-23-161

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

- 79310000 - Market research services

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

Services

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

The Financial Conduct Authority (the FCA) is seeking to establish a framework agreement for the provision of market research services. The framework will run for a period of four years, from May 2024.

#### **II.1.5) Estimated total value**

Value excluding VAT: £6,400,000

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

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

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

Lot A Quantitative Surveys

Lot No

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

- 73110000 - Research services

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

Lot A covers quantitative surveys, commissioned in response to a specific policy or regulatory development for the FCA or other Authorities (as set out in the Invitation to Tender). It is split into four specialisms:

Specialism 1 - Bespoke - Large-scale quantitative surveys

Specialism 2 - CATI Omnibus surveys

Specialism 3 - CAPI Omnibus surveys

Specialism 4 - CAWI (online omnibus) and Panel samples

Tenderers can bid for one or multiple specialisms.

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

Quality criterion - Name: Technical Ability / Weighting: 65

Quality criterion - Name: Social Value / Weighting: 5

Cost criterion - Name: Commercial Competitiveness / Weighting: 30

### **II.2.6) Estimated value**

Value excluding VAT: £1,500,000

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

Duration in months

48

This contract is subject to renewal

No

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

Variants will be accepted: No

#### **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 B Qualitative Research

Lot No

2

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

- 73110000 - Research services

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

The Financial Conduct Authority (the FCA) is seeking Tenderers to provide market

research services involving the use of qualitative or user experience research. This Lot is reserved specifically for Tenderers that offer these type of research services, either of consumers or businesses (regulated firms or business entities). This Lot is split into two specialisms:

Specialism 1 - Bespoke qualitative studies;

Specialism 2 – Bespoke qualitative studies of online user experiences.

Tenderers can bid for one or multiple specialisms.

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

Quality criterion - Name: Technical Ability / Weighting: 65

Quality criterion - Name: Social Value / Weighting: 5

Cost criterion - Name: Commercial Competitiveness / Weighting: 30

#### **II.2.6) Estimated value**

Value excluding VAT: £2,500,000

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

Duration in months

48

This contract is subject to renewal

No

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

Variants will be accepted: No

#### **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 C Mystery Shopping Services

Lot No

3

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

- 73110000 - Research services

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

The Financial Conduct Authority (the FCA) is seeking suppliers to provide market research services carried out through the mystery shopping of financial services providers.

Mystery shopping is employed by the FCA to allow it to 'observe' and assess whether regulated financial services firms, largely retail, are abiding by the regulatory requirements laid down in the FCA's rules and regulations in their conduct with consumers. This forms part of our supervisory conduct management activity.

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

Quality criterion - Name: Technical Ability / Weighting: 65

Quality criterion - Name: Social Value / Weighting: 5

Cost criterion - Name: Commercial Competitiveness / Weighting: 5

### **II.2.6) Estimated value**

Value excluding VAT: £450,000

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

Duration in months

48

This contract is subject to renewal

No

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

Variants will be accepted: No

### **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 D Syndicated Market Research Services

Lot No

4

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

- 73110000 - Research services

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

The Financial Conduct Authority (the FCA) is seeking suppliers to provide market research services involving syndicated subscription-based financial services market research and insight reporting.

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

Quality criterion - Name: Technical Ability / Weighting: 95

Quality criterion - Name: Social Value / Weighting: 5

Cost criterion - Name: Commercials / Weighting: 0

#### **II.2.6) Estimated value**

Value excluding VAT: £1,250,000

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

Duration in months

48

This contract is subject to renewal

No

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

Variants will be accepted: No

#### **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 E – Market Research, Project, and Programme Management Specialists

Lot No

5

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

- 73110000 - Research services

**II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

Lot E covers specialist market research specialisms, which would be contracted in response to a specific policy or regulatory development. It is split into 6 specialisms:

Specialism 1 – Report Writers

Specialism 2 – Statistical advice and sampling methodologists

Specialism 3 – Research Designer

Specialism 4 – Research Data analysis

Specialism 5 – Project managers

Specialism 6 – Programme Manager

Tenderers can bid for one or multiple specialisms.

**II.2.5) Award criteria**

Quality criterion - Name: Technical Ability / Weighting: 65

Quality criterion - Name: Social Value / Weighting: 5

Cost criterion - Name: Commercial Competitiveness / Weighting: 30

**II.2.6) Estimated value**

Value excluding VAT: £700,000

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

Duration in months

48

This contract is subject to renewal

No

**II.2.10) Information about variants**

Variants will be accepted: No

**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 III. Legal, economic, financial and technical information**

**III.1) Conditions for participation**

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

Selection criteria as stated in the procurement documents

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

Selection criteria as stated in the procurement documents

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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

Framework agreement with several operators

#### **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

19 October 2023

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.7) Conditions for opening of tenders**

Date

19 October 2023

Local time

12:00pm

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## **Section VI. Complementary information**

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

This is a recurrent procurement: Yes

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

Electronic invoicing will be accepted

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

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

In addition to the FCA, the following Contracting Authorities (as defined by the Public Contracts Regulations 2015) will be Authorised Users of the FCA's Market Research Framework and may choose to use it:

- The Payments Systems Regulator (PSR)
- The Bank of England (BoE)
- The Prudential Regulation Authority (PRA)
- Financial Ombudsman Service (FOS)
- Financial Services Compensation Scheme (FSCS)
- Money & Pensions Service (MaPS)

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://fca.delta-esourcing.com/tenders/UK-UK-London:-Market-research-services./TK846ZJ7D2>

To respond to this opportunity, please click here:

<https://fca.delta-esourcing.com/respond/TK846ZJ7D2>

GO Reference: GO-202397-PRO-23821681

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

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

Financial Conduct Authority

12 Endeavour Square

London

E20 1JN

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