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Contract

## **Trust Behavioural Survey**

H M Revenue and Customs

F03: Contract award notice

Notice identifier: 2021/S 000-026865

Procurement identifier (OCID): ocds-h6vhtk-02f05e

Published 27 October 2021, 9:46am

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

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

H M Revenue and Customs

Ralli Quays, 3 Stanley Street

Salford

M609LA

#### **Contact**

Rebecca Yeates

#### **Email**

[rebecca.yeates@hmrc.gov.uk](mailto:rebecca.yeates@hmrc.gov.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKD - North West (England)

**Internet address(es)**

Main address

<http://www.hmrc.gov.uk/about/supplying.html>

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

Ministry or any other national or federal authority

**I.5) Main activity**

Other activity

Research

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**Section II: Object**

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

**II.1.1) Title**

Trust Behavioural Survey

Reference number

SR570296933

**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**

Trust and Fairness are both now at the Centre of HMRC's Vision and Strategy. In order to support the process of their application and implementation throughout different directorates and levels of business, this behavioural survey will be designed to address existing evidence gaps and provide necessary insights and recommendations. The main

evidence gap is a lack of quantitative evidence on the topic of 'trust and fairness in HMRC'. A consistent and representative view from different customers groups on perceptions of 'trust and fairness in HMRC' is absent. Since both concepts have become integral part of the strategic narrative of HMRC, it is important that we are able to accurately quantify the prevalence of views on both trust and fairness to provide a basis for measuring future changes in customer perceptions of trust and fairness. It will also help us to monitor the successfulness of strategies to improve trust and fairness, and target interventions to those business areas.

#### **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: £350,000

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

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

- 73000000 - Research and development services and related consultancy services

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

NUTS codes

- UKD - North West (England)

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

Trust and Fairness are both now at the Centre of HMRC's Vision and Strategy. In order to support the process of their application and implementation throughout different directorates and levels of business, this behavioural survey will be designed to address existing evidence gaps and provide necessary insights and recommendations. The main evidence gap is a lack of quantitative evidence on the topic of 'trust and fairness in HMRC'. A consistent and representative view from different customers groups on perceptions of 'trust and fairness in HMRC' is absent. Since both concepts have become integral part of the strategic narrative of HMRC, it is important that we are able to accurately quantify the prevalence of views on both trust and fairness to provide a basis for measuring future changes in customer perceptions of trust and fairness. It will also help us to monitor the successfulness of strategies to improve trust and fairness, and target interventions to those business areas.

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

Quality criterion - Name: Addressing aims & objectives / Weighting: 14

Quality criterion - Name: Methodology & scope / Weighting: 22

Quality criterion - Name: Project management and delivery to time / Weighting: 7

Quality criterion - Name: Team / Weighting: 7

Quality criterion - Name: Explanation and understanding of proposed methodological approach / Weighting: 10

Quality criterion - Name: Identification and understanding of key risks to project / Weighting: 5

Quality criterion - Name: Explanation of presentation of findings / Weighting: 5

Cost criterion - Name: Price / Weighting: 30

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

Options: Yes

Description of options

1 month extension available

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

Procedure carried out under CCS Framework for DPS Research Market Place (RM6018).

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

The procurement is covered by the Government Procurement Agreement: Yes

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

### **Contract No**

SR570296933

A contract/lot is awarded: Yes

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

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

27 June 2021

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

Number of tenders received: 3

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

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

Kantar

Tns House, Westgate

London

W5 1UA

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: £350,000

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## **Section VI. Complementary information**

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

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

HMRC

Salford

Country

United Kingdom