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Planning

Communications Research Call off Contract

Defra Network eTendering Portal

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-027684

Procurement identifier (OCID): ocids-h6vhtk-049698

Published 30 August 2024, 9:13am

Section I: Contracting authority

I.1) Name and addresses

Defra Network eTendering Portal

Seacole Building, 2 Marsham Street

London

SW1P 4DF

Contact

Katie Thompson

Email

katie.thompson@defra.gov.uk

Telephone

+44 00000000000

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs>

Buyer's address

<https://defra-family.force.com/s/Welcome>

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

Additional information can be obtained from the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://defra-family.force.com/s/Welcome>

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

Environment

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Communications Research Call off Contract

II.1.2) Main CPV code

- 79310000 - Market research services

II.1.3) Type of contract

Services

II.1.4) Short description

The intention is to create a call-off contract through which we will commission suppliers to work as research partners and support us in the delivery of insight activity to inform and evaluate our communications – including low/no cost activity as well as paid-for marketing campaigns.

II.1.5) Estimated total value

Value excluding VAT: £1,500,000

II.1.6) Information about lots

This contract is divided into lots: Yes

II.2) Description

II.2.1) Title

Public Polling

Lot No

3

II.2.2) Additional CPV code(s)

- 79310000 - Market research services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Our aim is to create a call-off contract through which we will commission suppliers to work as research partners and support us in the delivery of insight activity to inform and evaluate our communications – including low/no cost activity as well as paid-for marketing campaigns. This will span the following:

Generate a greater understanding of our target audiences, including most appropriate channels, language and tone when communicating with them on a wide range of Defra policies and announcements.

Understand awareness, understanding and perceptions of policies, announcements and activities amongst our target audiences.

Identify barriers and levers to behaviour change among relevant audiences.

Test messaging and visual assets with audiences to inform and improve communications strategies and targeting.

Evaluate the impact of communications strategies a wide range of policy areas.

II.2) Description

II.2.1) Title

Qualitative Research

Lot No

1

II.2.2) Additional CPV code(s)

- 79310000 - Market research services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Our aim is to create a call-off contract through which we will commission suppliers to work as research partners and support us in the delivery of insight activity to inform and evaluate our communications – including low/no cost activity as well as paid-for marketing campaigns. This will span the following:

Generate a greater understanding of our target audiences, including most appropriate channels, language and tone when communicating with them on a wide range of Defra policies and announcements.

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Identify barriers and levers to behaviour change among relevant audiences.

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Evaluate the impact of communications strategies a wide range of policy areas.

II.2) Description

II.2.1) Title

Quantitative Research

Lot No

2

II.2.2) Additional CPV code(s)

- 79310000 - Market research services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Our aim is to create a call-off contract through which we will commission suppliers to work as research partners and support us in the delivery of insight activity to inform and evaluate our communications – including low/no cost activity as well as paid-for marketing

campaigns. This will span the following:

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Understand awareness, understanding and perceptions of policies, announcements and activities amongst our target audiences.

Identify barriers and levers to behaviour change among relevant audiences.

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Evaluate the impact of communications strategies a wide range of policy areas.

II.3) Estimated date of publication of contract notice

30 August 2024

Section IV. Procedure

IV.1) Description

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

The procurement is covered by the Government Procurement Agreement: Yes