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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 000-027812

Procurement identifier (OCID): ocids-h6vhtk-0496ee

Published 30 August 2024, 4:20pm

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 000000000000

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

We commission and undertake research to inform the development of communications activities and evaluate their impact. Research is vital in understanding our audiences and providing insight to increase the effectiveness of our communications, as well as to measure impact.

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:

1. 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.
2. Understand awareness, understanding and perceptions of policies, announcements and activities amongst our target audiences.
3. Identify barriers and levers to behaviour change among relevant audiences.
4. Test messaging and visual assets with audiences to inform and improve communications strategies and targeting.
5. Evaluate the impact of communications strategies a wide range of policy areas.

We work with a wide range of audiences in the UK and internationally. We will require research suppliers who can conduct research with specific local and sector audiences in addition to the general public (for example, our key audiences include but are not limited to farmers and landowners, pet owners, veterinarians, local authorities and NGOs).

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

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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

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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

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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

Section VI. Complementary information

VI.3) Additional information

Overview of the Authority

Defra Group Communications is a team of over 200 communications professionals spread across 35 locations around the country working together to help build a green and healthy future. We are the only communications team across Whitehall that offers a genuine group-wide shared service, delivering communications on behalf of Defra and five Arm's Length Bodies: Animal and Plant Health Agency (APHA), Environment Agency, Natural England, Forestry Commission, and Rural Payments Agency.

We provide communications across a wide range of policy areas, for example including (but not limited to):

- Water, including demonstrating government is taking tough action on water companies and cleaning up rivers, lakes and seas.
- Farming and food security, including increasing engagement with farming schemes and grants.
- Waste, including supporting industry and consumers to reduce waste as part of creating a roadmap to a zero-waste economy.
- Nature recovery, including demonstrating government commitment and action on creating

and enhancing habitat.

- Flooding, including promoting action to protect communities from flooding and raise awareness of flood prevention measures amongst the public.
- Biosecurity, including increasing awareness and adherence to good biosecurity practice to reduce the risk of disease impacts.

Background to the Requirement

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Lot Structure

The maximum (not guaranteed) spend for the contract will be £1.5 million (excluding VAT). The contract will be for an initial two-year period (commencing April 2025) with an option to extend for up to one year. We intend to break down the procurement in three distinct Lots, split by research methodology.

The Lots and their values (excluding VAT) are outlined below.

- Lot 1: Qualitative Research (£550,000)
- Lot 2: Quantitative Research (£800,000)
- Lot 3: Public Polling (£150,000)

Suppliers will have the opportunity to bid for all or any combination of the three Lots.

Please note, the budgets described for each Lot are maximum spends for the length of the call-off contract and will include all extension options in the contract. They are not a

guaranteed spend within the contract, which will be dependent on business need.

The exact scope and requirements for each Lot will be provided in due course as part of the Bid Pack.

Intended Timelines for the Competition

We have outlined our intended timelines below.

Please note, these are subject to change.

Prior Information Notice Published – 30th August 2024

Supplier Engagement Event – October 2024

ITT and Bidder pack published – November 2024

ITT closes – Mid December 2024

Virtual Pitches – January 2025

Contract Award – Mid March 2025

Expected Commencement date of contract – 1st April 2025.

Through the issuing of this Prior Information Notice (PIN), Defra Group Communications wish to notify and engage the market to understand both supplier capability and the level of interest in this opportunity.

Next Steps

To register your interest in this potential opportunity and to attend a virtual supplier engagement event in October (dates tbc) please send an email to katie.thompson@defra.gov.uk with the name and email addresses of the representatives you wish to be invited to the event and confirming your interest. The event will be held on Microsoft teams and details will be confirmed in due course.