

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/027812-2024>

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): ocds-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](mailto: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**

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**

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.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**

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.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**

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.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

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).

#### 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](mailto: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.