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Contract

## **Provision of Audience Research Services**

National Galleries of Scotland

F03: Contract award notice

Notice identifier: 2021/S 000-028576

Procurement identifier (OCID): ocds-h6vhtk-02cdd8

Published 16 November 2021, 12:04pm

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

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

National Galleries of Scotland

National Galleries of Scotland, 73 Belford Road

Edinburgh

EH4 3DS

#### **Contact**

Matt Ramagge

#### **Email**

[mramagge@nationalgalleries.org](mailto:mramagge@nationalgalleries.org)

#### **Country**

United Kingdom

#### **NUTS code**

UKM75 - Edinburgh, City of

**Internet address(es)**

Main address

<http://www.nationalgalleries.org>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA11042](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA11042)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

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

Body governed by public law

**I.5) Main activity**

Recreation, culture and religion

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## **Section II: Object**

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

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

Provision of Audience Research Services

Reference number

650 504

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

- 79310000 - Market research services

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

Services

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

The National Galleries of Scotland is seeking to appoint a sole Service Provider for the Provision of Audience Research Services.

National Galleries Scotland (NGS) proudly displays collection artworks and exhibitions within three Galleries across four main sites - The Scottish National Gallery (SNG), The Scottish National Portrait Gallery (SNPG) and the Scottish National Gallery of Modern Art (SNGMA) (Modern One and Modern Two).

The Service Provider is required to conduct Audience Research to provide insight and analysis about both visitors and non-visitors in order to support the organisation's Key Performance Indicators (KPIs), special projects and inform organisation-wide strategic planning.

Full details of the Contract Requirements are detailed in the DRAFT Contract Requirements document.

There is no commitment to a volume of work. Under this agreement, no minimum workload is guaranteed. Services will be agreed to on an "as required" basis. The Tenderer will have no claim against NGS if they are not instructed to carry out any of the services.

NGS may have additional qualitative and/or quantitative audience research needs but these are yet undefined and will not be in the scope for this Tender. If and/or when

additional audience research needs are identified, there would not be an automatic award.

The agreement will therefore be non-exclusive i.e. NGS reserves the right, in certain circumstances, to procure out with the Contract Agreement, as and when required.

In the event of unsatisfactory performance by the successful Service Provider and the termination of the contract by either party, NGS reserves the right to negotiate the continuance of the services with the second and third placed Service Providers.

The Service Provider must have a clear understanding of the contract requirements and the organisational needs of NGS. As part of the tender exercise, the Service Provider must detail flexible options of robust methodologies for conducting audience research services which meet all data capture requirements. DRAFT Stage 2 Quality Criteria has been uploaded to the portal for review.

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

This contract is divided into lots: No

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

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

- 79310000 - Market research services

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

NUTS codes

- UKM75 - Edinburgh, City of

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

The procurement will be conducted through the use of the Restricted Procedure. The SPD will be used as a downsizing tool in this procedure.

It is the intention of NGS to shortlist a maximum of 5 Service Providers but NGS reserves the right to invite in excess of this number of Service Providers in the event of a tie.

Economic Operators may be excluded from this competition if they are in any of the situations referred to in Regulation 58 of the Public Contracts (Scotland) Regulations 2015.

The objective criteria for shortlisting candidates is detailed under section III of this Contract Notice.

A DRAFT Contract Agreement, Draft Contract Requirements and DRAFT second stage quality scoring sections has been uploaded to the portal. This is for INFORMATION and GUIDANCE ONLY as to the requirements of the contract and tender process. Bidders should satisfy themselves that they can fulfil the contract requirements prior to completing the SPD.

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

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

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

Options: Yes

Description of options

NGS may require the Service Provider to provide additional services. Any such modification shall be in terms of Regulation 72 of the Public Contracts (Scotland) Regulations 2015.

#### **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.2.14) Additional information**

All shortlisted Bidders will be invited to provide a presentation. It is currently anticipated that presentations will take place during the weeks 15th - 26th November 2021, although this date is subject to change. It is yet to be determined as to whether these presentations will take place in person on-site at NGS or via an e-meeting platform.

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## **Section IV. Procedure**

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

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

Restricted procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-018026](#)

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

### **Contract No**

650 504

A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

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## **Section VI. Complementary information**

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

National Galleries Scotland reserves the right to cancel the procurement at any time and not award a Contract. The expenditure, work or effort undertaken by Bidders prior to the Award of Contract is accordingly a matter solely for the commercial judgement of Bidders.

Late SPDs and tenders may not be considered by National Galleries Scotland.

Tenderers must include within their tender return compliance with all legislation applicable at the date for return of tenders relating to COVID-19 restrictions, such as, but not limited to, "The Health Protection (Coronavirus) (Restrictions) (Scotland) Amendment (No.2) Regulations 2020" and details of any Notices issued by the HSE.

(SC Ref:673972)

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

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

Edinburgh Sheriff Court

Sheriff Court House, 27 Chambers Street

EDINBURGH

EH1 1LB

Country

United Kingdom

Internet address

<https://www.scotcourts.gov.uk/the-courts/court-locations/edinburgh-sheriff-court-and-justice-of-the-peace-court>