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Tender

Provision of Audience Research Services

National Galleries of Scotland

F02: Contract notice

Notice identifier: 2021/S 000-028590

Procurement identifier (OCID): ocds-h6vhtk-02f71d

Published 16 November 2021, 12:45pm

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

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

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.publiccontractsscotland.gov.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publiccontractsscotland.gov.uk>

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://www.publiccontractsscotland.gov.uk>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Recreation, culture and religion

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provision of Audience Research Services

Reference number

670 215

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.

For full details of the Contract Requirements please refer to the associated Tender and Contract Documents.

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.

The agreement will 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 a robust, flexible methodology that will meet all data capture requirements.

II.1.5) Estimated total value

Value excluding VAT: £284,000

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 Open Procedure.

Service Providers must complete and submit both an SPD and tender response.

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.

This procurement will utilise Scottish Government's Cyber Security Procurement Support

Tool (CSPST). There are minimum requirements concerning Cyber Security for this contract to which a pass/fail will attach. Tenderers will be required to complete an online Supplier Assurance Questionnaire (SAQ) using the CSPST. A link to the CSPST can be found here: <https://cyberassessment.gov.scot/>

The questionnaire will be aligned to a Cyber Risk Profile that has been established for the contract, based on NGS's assessment of cyber risk.

For this contract, minimum requirements also include ISO 27001 (or equivalent) and Cyber Essentials Plus (or equivalent) accreditation. The Service Provider must already hold valid certification, or be willing to achieve such within 12 months of the contract award date.

Further details are set out in the procurement documents. A contract condition for this procurement requires the Tenderer to comply with the minimum security requirements.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.6) Estimated value

Value excluding VAT: £284,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

The contract duration will be for an initial 36-month period, with the option of two additional 12-month extensions, not exceeding 24 months; resulting in possible maximum contract extension of 60 months. This is at the discretion of National Galleries Scotland. Each 12-month period of the contract is anticipated to run from 1st April through 31st March.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

NGS may require the Service Provider to provide new/additional qualitative/quantitative audience research services.

NGS reserve the right to award a public contract following the negotiated procedure without prior publication in terms of Regulation 33(8) of the Public Contracts (Scotland) Regulations 2015. Further information is included in the Invitation to Tender (ITT) document.

NGS reserves the right to issue a contract modification 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 Tenderers will be invited to provide a presentation. Full details are provided in the Invitation to Tender (ITT) document. It is currently anticipated that presentations will take place during the week commencing 24th January 2022 (this date may be subject to change).

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

Q4A1a 'Enrolment in a Relevant Professional Register', Q4A.2a 'Authorisation of Particular Organisation Needed' and Q4A.2b 'Membership of a Particular Organisation Needed' have been included in the SPD. Bidders must confirm whether this is applicable to them.

If applicable, each question will be scored on a Pass/Fail basis. If the Bidder is required by their country of establishment, to have enrolment in a Professional Register, authorisation and/or membership of a particular organisation that the Bidder has not attained, the response will be deemed a 'Fail'. Any Bidder scoring a 'Fail' mark will be disqualified from the competition.

III.1.2) Economic and financial standing

List and brief description of selection criteria

The following selection criteria is listed within the SPD and will be scored on a Pass/Fail basis:

Q4B5a Insurance - Professional Risk Indemnity

Q4B5b Insurance - Employer's (Compulsory) Liability

Q4B5c Insurance - All other types listed

Q4B6 Other Economic or Financial Requirements

Minimum level(s) of standards possibly required

Q4B.5a - It is a requirement of the contract that Bidders hold or commit to obtain prior to the commencement of any subsequent award of contract, the types and levels of insurance indicated below:

Professional Risk Indemnity = 5,000,000 GBP

This will be scored on a Pass/Fail basis. If the Bidder responds "No, I cannot commit to obtain it" the response will be deemed a "Fail". Any Bidder scoring a "Fail" mark will be disqualified from the competition.

Q4B.5b - It is a requirement of the contract that Bidders hold or commit to obtain prior to the commencement of any subsequent award of contract, the types and levels of insurance indicated below:

Employer's (Compulsory) Liability = 5,000,000 GBP

This will be scored on a Pass/Fail basis. If the Bidder responds "No, I cannot commit to obtain it" the response will be deemed a "Fail". Any Bidder scoring a "Fail" mark will be disqualified from the competition.

Q4B.5c - It is a requirement of the contract that Bidders hold or commit to obtain prior to the commencement of any subsequent award of contract, the types and levels of insurance indicated below:

Public Liability Insurance = 5,000,000 GBP

Cyber Liability Insurance (first & third-party cover) = 5,000,000 GBP

This will be scored on a Pass/Fail basis. If the Bidder responds "No, I cannot commit to obtain it" the response will be deemed a "Fail". Any Bidder scoring a "Fail" mark will be disqualified from the competition.

Q4B6 - All information is contained within the online SPD.

III.1.3) Technical and professional ability

List and brief description of selection criteria

The following selection criteria is listed within the SPD:

Q4C.10 Subcontracting Proportion (Weighting 0% - NOT SCORED)

Q4D.1 Quality Assurance (including Health & Safety Procedures) & Q4D.2 Environmental Management are included under selection criteria but will be scored on a Pass/Fail basis, as detailed below.

Minimum level(s) of standards possibly required

Q4C.10 - All information is contained within the online SPD.

Q4D.1 Quality Assurance (including Health & Safety Procedures): all information in regard to minimum level(s) of standards required is contained within the online SPD.

This will be scored on a Pass/Fail basis. If the Bidder responds "No" the response will be deemed a "Fail". Any Bidder scoring a "Fail" mark will be disqualified from the competition.

Q4D.2 Environmental Management: all information in regard to minimum level(s) of standards required is contained within the SPD.

This will be scored on a Pass/Fail basis. If the Bidder responds "No" the response will be deemed a "Fail". Any Bidder scoring a "Fail" mark will be disqualified from the competition.

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

As detailed in the Contract.

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open 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: [2018/S 021-044455](#)

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

17 January 2022

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

17 January 2022

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 2025 - 2027

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 Tenderers prior to the Award of Contract is accordingly a matter solely for the commercial judgement of Tenderers.

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.

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at

https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=670215.

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

https://www.publiccontractsscotland.gov.uk/sitehelp/help_guides.aspx.

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

(SC Ref:670215)

Download the ESPD document here:

https://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=670215

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>

