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Contract

The National Survey for Wales 2023-24 onwards

Welsh Government

F03: Contract award notice

Notice identifier: 2022/S 000-030122

Procurement identifier (OCID): ocids-h6vhtk-037c29

Published 26 October 2022, 9:03am

Section I: Contracting authority

I.1) Name and addresses

Welsh Government

Corporate Procurement Services, Cathays Park

Cardiff

CF10 3NQ

Email

cpsprocurementadvice@gov.wales

Telephone

+44 3000257095

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<http://wales.gov.uk/?skip=1&lang=en>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0007

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

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

The National Survey for Wales 2023-24 onwards

Reference number

C394/2021/2022

II.1.2) Main CPV code

- 73000000 - Research and development services and related consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

Welsh Government requires a contract to deliver the National Survey for Wales from 2023-24 onwards. Under the Contract, the successful Bidder will conduct fieldwork for the National Survey and supply the resulting data files to the Client along with technical documentation. The survey will be a continuous annual survey of around 12,000 people a year across in Wales. Fieldwork will be carried out primarily by telephone, with an additional online self-completion section in some years. Where respondents cannot be contacted by phone, interviewers may visit addresses and if possible carry out the survey face-to-face, in home (with a computerised self-completion section in some years).

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £14,000,000

II.2) Description

II.2.2) Additional CPV code(s)

- 73000000 - Research and development services and related consultancy services

- 73110000 - Research services
- 73300000 - Design and execution of research and development
- 79310000 - Market research services
- 79311210 - Telephone survey services
- 79315000 - Social research services
- 79342310 - Customer survey services
- 79342311 - Customer satisfaction survey

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

The survey will cover a representative, random sample of all people aged 16 or over (no upper age limit) resident within private households in Wales. The address sample will be a single-stage sample across Wales. Within each sampled household, where there are two or more eligible individuals the interviewer will select the respondent using a random selection technique. Approximately 12,000 interviews should be achieved in each financial year, unclustered across the year. The sample should be sufficiently representative within quarters to support national estimates based on each quarter.

The survey will provide results each year primarily at national, regional and local health board level, but will also support estimates at local authority level. The achieved sample size will be broadly proportionate to population size in each local authority, with over-sampling to achieve an effective sample size of approximately 750 respondents a year in Powys and 250 a year in the smallest authorities.

A modular questionnaire will be administered to each participating respondent. The questionnaire will be updated each year. The questionnaire will take 40 minutes to complete (median average across respondents). The survey will be carried out primarily by telephone, with a face-to-face, in-home interview for respondents who do not provide a phone number. In some years there will also be a 10-15 minute self-completion section within the overall 40 minute survey length, either online (for respondents who complete the first section by telephone) or by Computer-Assisted Self-Interview (CASI; for respondents completing the first section face-to-face).

Filtering and random subsampling of modules will be used to collect data only to the necessary level of precision for each topic. This means that for example where estimates

are only needed at national level, a random subsample will be selected from the whole sample such that 2,000 respondents answer the relevant questions. The questionnaires supplied by the Client will be converted by the successful Bidder into computer scripts for fieldwork. Conversion of the materials will include detailed testing of the script by the successful Bidder.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 90

Price - Weighting: 10

II.2.11) Information about options

Options: Yes

Description of options

Please refer to the tender specification document for further details.

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

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: [2022/S 022-118904](#)

Section V. Award of contract

Contract No

C394/2021/2022

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

24 October 2022

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 2

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Kantar Public UK Limited

4 Millbank

London

SW1P3JA

Telephone

+44 2078961900

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £14,000,000

Total value of the contract/lot: £13,653,511

Section VI. Complementary information

VI.3) Additional information

(WA Ref:125905)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom