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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): ocds-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](mailto: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](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

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## **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

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## **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](#)

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## **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

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## **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