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Planning

UK/GB Tracking Survey of the Savings and Investments Market

National Savings and Investments

F01: Prior information notice

Prior information only

Notice identifier: 2021/S 000-030797

Procurement identifier (OCID): ocds-h6vhtk-02ffc4

Published 10 December 2021, 11:56am

Section I: Contracting authority

I.1) Name and addresses

National Savings and Investments

London

SW1V 2QX

Email

malcolm.edwards@nsandi.com

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<https://app.panacea-software.com/nsandi/>

I.3) Communication

Additional information can be obtained from the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Financial services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

UK/GB Tracking Survey of the Savings and Investments Market

Reference number

21-FTS-01

II.1.2) Main CPV code

- 79310000 - Market research services

II.1.3) Type of contract

Services

II.1.4) Short description

Provision of a quantitative tracking survey which gives robust understanding of the savings and investment market amongst UK or GB adults.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

NS&I, One Drummond Gate, London SW1V 2QX

II.2.4) Description of the procurement

NS&I requires a supplier to provide a quantitative tracking survey which gives robust understanding of the savings and investment market amongst UK or GB adults.

NS&I needs to understand how it and its products fit among those of its competitors within consumers savings and investment portfolios as well as show how consumer behaviour is changing over time with regards to their finances. NS&I is mainly focused on savings but we have a need to understand high level penetration of investments as part of consumers portfolio.

NS&I is looking to subscribe to a robust, large scale continuous monthly survey that is representative of the UK or GB adult population (including representing consumers that are not online). The survey needs to be an established survey as access to back data and trends is required.

The survey needs to provide the following types of information:

- Ownership of savings and investments products (e.g. type, value, volume, brand) separate to other financial holdings;
- Purchase behaviours around savings (e.g. why purchased, channel of purchase, product purchased, value, volume, brand);
- Channel usage (i.e. for purchase and management of savings products);
- Brand share estimates for savings and investment products by type, value and volume;
- Behavioural information in relation to savings products (e.g. switching products and/or provider, brands consideration, brand awareness, subsequent deposits, customer satisfaction);
- Incidence of vulnerability (e.g. low financial resilience, negative life events, low financial capability, health issues); and
- Demographics including tax status.

The sampling needs to be robust and representative of the UK/GB adult population as the information will not only be used in various day-to-day business decisions but also inform pricing decisions, support business cases and inform various business strategies. Because of this the provision of data also needs to be reliable. It is also important that the survey or data is sustainable going forward as NS&I needs to be assured that it doesn't find itself without key data that it needs.

NS&I want to be able to have easy access to the data so that they can interrogate it themselves as needed. However, it is equally important that the provider is able to interrogate the data on NS&I's behalf and respond within a reasonable timeframe.

NS&I will require at least one yearly virtual or face-to-face presentation of key data and trends that give additional insight into the savings and investment market. There is also a requirement for quarterly updates on consumers savings and investment behaviour in the form of a slide pack or similar.

It is essential that the lag between data collection and its availability is as small as feasible.

II.2.14) Additional information

Please note the 'Estimated date of publication of contract notice' stated below is not confirmed and is dependent upon the outcome of this market engagement exercise.

NS&I reserves the right to not proceed to tender or at its absolute discretion to amend it at the time of issue of any further notice or notices or at any other time.

II.3) Estimated date of publication of contract notice

20 January 2022

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

NS&I is carrying out this market engagement exercise, in order to determine the capability and capacity of providers in respect of UK/GB savings and investments surveys amongst UK or GB adults .

Suppliers are invited to complete the market engagement questionnaire by visiting: <https://app.panacea-software.com/nsandi/> and registering as a supplier. Once registered, please navigate to the 'UK/GB tracking survey of the savings and investments market ' opportunity, ref 21-FTS-01 and complete the questionnaire.

Completed questionnaires must be submitted on the portal <https://app.panacea-software.com/nsandi/> at the latest by 24th December 2021 at 5.00pm.