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Award

## **(VEAT Notice) Gaelic Research Services**

Seirbheis nam Meadhanan Gàidhlig (The Gaelic Media Service)

F15: Voluntary ex ante transparency notice

Notice identifier: 2023/S 000-031884

Procurement identifier (OCID): ocds-h6vhtk-040fe3

Published 27 October 2023, 4:27pm

### **Section I: Contracting authority/entity**

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

Seirbheis nam Meadhanan Gàidhlig (The Gaelic Media Service)

Seaforth Road, Stornoway

Isle of Lewis

HS1 2SD

#### **Email**

[tender@mgalba.com](mailto:tender@mgalba.com)

#### **Telephone**

+44 851705550

#### **Country**

United Kingdom

## **NUTS code**

UKM64 - Na h-Eileanan Siar (Western Isles)

## **Internet address(es)**

Main address

<http://www.mgalba.com>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA14302](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA14302)

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

Other type

Body established under the Broadcasting Act 1990

## **I.5) Main activity**

Other activity

Broadcasting

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## **Section II: Object**

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

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

(VEAT Notice) Gaelic Research Services

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

- 79310000 - Market research services

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

## Services

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

MG ALBA are putting out this voluntary ex ante transparency (VEAT) notice with a view to completing a Direct Award to TRP Research Ltd (TRP) for the supply of Gaelic Research Services.

MG ALBA previously sought applications from service providers (but received no suitable responses) in order to recruit, operate and maintain a Gaelic Audience Panel (“the panel”) primarily aimed at measuring viewership of BBC ALBA video content on linear television and non-linear (iPlayer, online and social media) platforms and on how consumption of SpeakGaelic and LearnGaelic video content on non-linear platforms intersects with BBC ALBA viewership.

The panel must have active members who complete a weekly diary recording their media consumption and qualitative assessment of content consumed during the specified week. Reporting of the survey results to MG ALBA will be on a weekly basis.

The contract is expected to commence October/November 2023 for three years with an option to extend for one year (at the discretion of MG ALBA and with the agreement of both parties).

### **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: £528,000

## **II.2) Description**

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

- 79310000 - Market research services

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

NUTS codes

- UKM64 - Na h-Eileanan Siar (Western Isles)

## Main site or place of performance

MG ALBA's main office is in Stornoway, with another base in Glasgow although this project will be undertaken remotely.

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

MG ALBA are putting out this voluntary ex ante transparency (VEAT) notice with a view to completing a Direct Award to TRP Research Ltd (TRP) for the supply of Gaelic Research Services.

MG ALBA intends to award the contract without a call for competition in accordance with the Public Contracts (Scotland) Regulations 2015 (regulation 33). The contract duration is expected to commence October/November 2023 for three years with an option to extend for one year (at the discretion of MG ALBA and with the agreement of both parties).

This contract is to include provision for:

- A panel comprised of not less than 550 people aged 16+ with a response rate of 300+ people per week;
- successful delivery of research based on a demographically and geographically representative panel comprising users of Gaelic, both speakers and learners;
- Weekly reports based on designed surveys capturing daily and weekly Gaelic media consumption;
- Measurement and reporting on how audiences with a multi-platform, digital-first approach consume Gaelic media;
- The creation and management of quarterly moderated on-line focus groups in year one and thereafter a mix of quarterly moderated online focus groups and self-record video responses from panellists per annum with a focus on specific demographic, linguistic or geographic groups of the panel and/or specific Gaelic content propositions, to be agreed in advance with MG ALBA, and the quarterly reporting of findings.

## Strategy and Planning

1. Deliver a panel operating and maintenance strategy;
2. Plans to incentivise hard to reach respondents i.e. under 35's;
3. Design and maintenance of surveys capturing daily and weekly Gaelic media consumption, including surveys offline/paper-based (to the extent agreed to be necessary) for

completeness of data;

4. Design quarterly moderated online focus groups in year one and thereafter a mix of quarterly moderated online focus groups and self-record video responses from panellists per annum to add additional information to the relevant reports;

5. Regularly assess the implementation and impact of the panel and if necessary adjust accordingly;

#### Execution

6. Be the key delivery partner for MG ALBA's Gaelic audience research;

7. Meet quarterly with MG ALBA and senior BBC ALBA executives to analyse reports;

8. Collection and collation of offline/paper-based panellist raw data, to the extent agreed to be necessary for completeness of data;

9. Processing and weighting of panellist raw data;

10. Creation of weekly/monthly/annual reports and data files with designs bespoke to MG ALBA's requirements;

11. Weekly/monthly/annual reporting including presentations and excel data files delivered via email;

12. Understand the BBC ALBA services;

13. Provide insights at agreed intervals into the attitudes of Gaelic learners to the SpeakGaelic and the LearnGaelic brands;

14. Provide strategy, insight and support at quarterly meetings or at agreed other key periods in the year;

15. Collaborate with BBC research colleagues. The aim of the activity is:

-To measure, track and report on:

- the consumption of Gaelic media providing insights into the panel's range of media behaviours;

- the panel's use of different media platforms;

- the panel's awareness of the BBC ALBA brand and level of satisfaction with Gaelic media;

- To analyse the panel data to provide insights into audience consumption and behaviour and use these insights to support Gaelic media strategy including Gaelic language learning provision.

Outcomes:

- Weekly panel information and insight into Gaelic media consumption on all platforms including digital platforms;
- Quarterly insight into consumption and feedback on the SpeakGaelic media products and the LearnGaelic website.

Measurable KPIs will be agreed upon the appointment of the successful tenderer.

The closing date of this VEAT is 6 November 2023.

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

Options: Yes

Description of options

The contract may be extended for an additional one year (at the discretion of MG ALBA and with the agreement of both parties).

### **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**

Negotiated without a prior call for competition

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
  - absence of competition for technical reasons

Explanation:

MG ALBA previously issued a below threshold call for competition to provide Gaelic Research Services but did not receive any suitable responses. MG ALBA considers that the negotiated procedure without prior publication can be used when for technical reasons, or for the protection of exclusive rights, the contract can be awarded to a particular economic operator (TRP). Given the limited number of Gaelic speakers, obtaining a sufficient number of persons in order to provide a panel can be difficult. TRP already has a panel and has a unique understanding of the operational characteristics and support requirements of said panel (and exclusive access to the panel). We are not aware of any other contractor who holds such a panel and did not receive any suitable responses to a previous tender as mentioned above. TRP is therefore the only viable contractor to provide the panel and the Gaelic Research Services.

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

The procurement is covered by the Government Procurement Agreement: Yes

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

A contract/lot is awarded: Yes

### **V.2) Award of contract/concession**

#### **V.2.1) Date of conclusion of the contract**

11 October 2023

#### **V.2.2) Information about tenders**

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

#### **V.2.3) Name and address of the contractor/concessionaire**

TRP Research Ltd

Wellington House, Queen Street

Taunton

TA1 3UF

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor/concessionaire is an SME

No

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

Total value of the contract/lot/concession: £528,000



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## Section VI. Complementary information

### VI.3) Additional information

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=747409](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=747409).

(SC Ref:747409)

### VI.4) Procedures for review

#### VI.4.1) Review body

Court of Session

Parliament House, Parliament Square

Edinburgh

EH1 1RQ

Email

[supreme.courts@scotcourts.gov.uk](mailto:supreme.courts@scotcourts.gov.uk)

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+44 1312252595

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