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Contract

## **PRO004373 Customer Market Research Services**

United Utilities Water Limited

F06: Contract award notice – utilities

Notice identifier: 2022/S 000-033126

Procurement identifier (OCID): ocds-h6vhtk-02cea3

Published 22 November 2022, 4:22pm

### **Section I: Contracting entity**

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

United Utilities Water Limited

Lingley Mere Business Park

Warrington

WA5 3LP

#### **Contact**

Charlotte Whelan

#### **Email**

[Charlotte.WheLAN@uuplc.co.uk](mailto:Charlotte.WheLAN@uuplc.co.uk)

#### **Telephone**

+44 7900805893

#### **Country**

United Kingdom

**Region code**

UKD - North West (England)

**National registration number**

02366678

**Internet address(es)**

Main address

<http://www.unitedutilities.com>

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/43984>

**I.6) Main activity**

Water

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## **Section II: Object**

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

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

PRO004373 Customer Market Research Services

Reference number

PRO004373

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

- 79310000 - Market research services

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

Services

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

United Utilities Water Limited (UU) has become increasingly more focused on its customers, and is encouraged by the water industry regulator, Ofwat, to ensure customer priorities are appropriately reflected in its business plan and activity.

UU is also prepared to invest in gathering meaningful insight about customer needs and expectations, to help provide the evidence the business needs to embed customer priorities into the centre of its ways of working.

Research is currently procured on a project-by-project basis via a tender process in line with current procurement guidelines.

UU will benefit from implementing supplier frameworks through improvements to the efficiency of procuring research services across the organisation.

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

### **II.2) Description**

#### **II.2.1) Title**

Specialist Qualitative Services

Lot No

1

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

- 79310000 - Market research services

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

NUTS codes

- UKD - North West (England)

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

This lot covers Suppliers who specialise in qualitative research which involves collecting and analysing non-numerical data (e.g. sentiment, text, audio, video etc.) Activities in this area may include but not limited to: Specialist qual services (e.g. Stakeholder/ expert interviewing, Workshop expertise, Customer journey mapping, UX research, Ad & comms development / testing, Co-creation, Ethnographic research, Identifying customer needs, Exploratory research, Customer closeness, Campaign or brand evaluation through social media research.

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

Options: No

### **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) Description**

### **II.2.1) Title**

Specialist Quantitative services

Lot No

2

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

- 79310000 - Market research services

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

NUTS codes

- UKD - North West (England)

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

This lot covers Suppliers who specialise in quantitative research where data collection focuses on quantifying the collection and analysis of numerical data. Activities in this area may include but not limited to: Specialist Quant Services (e.g. Expert quant analysis, Research and analytics, Pricing and demand modelling, Customer segmentation, Consumer profiling, Behavioural science, Implicit testing, Omnibus, Specialists quantitative survey methods).

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

Options: No

### **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) Description**

### **II.2.1) Title**

Generalist/ Full service Quantitative and Qualitative

Lot No

3

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

- 79310000 - Market research services

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

NUTS codes

- UKD - North West (England)

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

This lot covers Suppliers who are full-service and provide a balanced amount of

qualitative and quantitative services and do not specialise in either area. Activities in this area may include but not limited to: Focus groups/ mystery shopping/ depth interviews/ intercepts, online lite ethno/vox pops, comms testing, standard quantitative survey methods.

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

Options: No

### **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) Description**

### **II.2.1) Title**

Customer/Community Panels

Lot No

4

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

- 79310000 - Market research services

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

NUTS codes

- UKD - North West (England)

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

This Lot covers the specific requirement for a United Utilities online customer panel or community (MROC). United Utilities have procured the services of a Supplier who is able to provide a full-service online community panel. Activity in this area may include but not limited to:

Online customer / community platform technology, Management capability to run an ongoing community panel, Community recruitment retention and activity stimulation, On-going panel engagement strategy,

Set-up and build expertise for community panel, Platform licencing, Management and

content provision services, Qualitative research techniques, Quantitative research techniques, Digital immersion, Vox-pops videos, Reporting workshops, Customer / community forums, Face to face customer immersion sessions,

Drafting findings and recommendations, Reporting and presenting findings and recommendations.

#### **II.2.5) Award criteria**

Quality criterion - Name: Technical / Weighting: 70

Price - Weighting: 30

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

Options: No

#### **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) Description**

#### **II.2.1) Title**

Brand and Advertising Tracking

Lot No

5

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

- 79310000 - Market research services

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

NUTS codes

- UKD - North West (England)

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

This Lot covers the specific requirement for a United Utilities Brand Tracking solution. United Utilities is looking for a Supplier who is able to provide a Bespoke Brand Tracking /

media Tracking service should pitch for this Lot. Activity in this area may include but not limited to: Brand / reputation / equity tracking, Brand Health mapping, Advertising tracking ,Set-up workshops, Stakeholder engagement, Questionnaire design, Bespoke methodology recommendations, Dynamic approach, Online dashboard design and implementation, Innovative storytelling and reporting, Contextual analysis, Actionable Insight recommendations, Face To Face immersion sessions, Cross-agency analysis.

#### **II.2.5) Award criteria**

Quality criterion - Name: Technical / Weighting: 70

Price - Weighting: 30

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

Options: No

#### **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 procedure with prior call for competition

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

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

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-018229](#)



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

### **Contract No**

1

### **Lot No**

Lot 4 Customer Panels

### **Title**

PRO004373 Customer Market Research Services

A contract/lot is awarded: Yes

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

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

26 October 2022

#### **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**

Explain Market Research

48 Leazes Park Road

NEWCASTLE UPON TYNE

NE1 4PG

Country

United Kingdom

NUTS code

- UKC - North East (England)

National registration number

621286654

The contractor is an SME

Yes

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

### **Contract No**

1

### **Lot No**

Lot 5 Brand Tracking

### **Title**

PRO004373 Customer Market Research Services

A contract/lot is awarded: Yes

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

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

21 November 2022

#### **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**

DJS Research Ltd

3 Pavilion Lane, Strines

Stockport

SK6 7GH

Country

United Kingdom

NUTS code

- UKD - North West (England)

National registration number

05494158

The contractor is an SME

Yes

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Court of England & Wales

City of Westminster

London

Country

United Kingdom