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Contract

FSCS425 Strategic Market Research Services

Financial Services Compensation Scheme

F03: Contract award notice

Notice identifier: 2023/S 000-035889

Procurement identifier (OCID): ocds-h6vhtk-0389c6

Published 6 December 2023, 10:05am

Section I: Contracting authority

I.1) Name and addresses

Financial Services Compensation Scheme

Beaufort House, 15 St. Botolph Street

London

EC3A 7QU

Email

procurement@fscs.org.uk

Telephone

+44 2073758175

Country

United Kingdom

Region code

UKI - London

Internet address(es)

Main address

www.fscs.org.uk

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

FSCS425 Strategic Market Research Services

Reference number

FSCS425

II.1.2) Main CPV code

- 79310000 - Market research services

II.1.3) Type of contract

Services

II.1.4) Short description

Provision of strategic market research services to include brand & communications research, customer experience research & design and policy and stakeholder research (Lot 1) and in-house market research (Lot 2).

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £2,000,000

II.2) Description

II.2.1) Title

Strategic Market Research Services

Lot No

1

II.2.2) Additional CPV code(s)

- 79310000 - Market research services

II.2.3) Place of performance

NUTS codes

- UKI - London

Main site or place of performance

LONDON

II.2.4) Description of the procurement

1.0Background and examples of market research conducted: FSCS currently conducts a range of market research across different parts of the business. We are now seeking to create a company-wide market research framework, where we can call upon a small group of trusted research partners to fulfil our strategic market research needs. Overall, we anticipate having no more than 6 strategic research partners that we can call upon. While we don't have set research briefs defined at this stage, FSCS is entering into an important period of strategic change where we will be refreshing our future corporate strategy, brand strategy, undertaking a full CX transformation and developing a whole new policy and stakeholder strategy. We therefore anticipate significant ad-hoc market research work across all these key areas. To date we've undertaken a significant number of research projects in recent years and have leveraged various methodologies: 1.1Qual and Quant Research We've historically run focus groups and quant research on an ad-hoc and continuous basis. This has been largely to get feedback on certain aspects of our

service or to help us define our current brand platform or communication strategy. 1.2 User Feedback and CX Research Surveys We invite visitors to our website and online claims service to comment on the website and its usability and to suggest any improvements 1.3 Mystery Shopping & Stakeholder Research We've regularly undertaken research to understand financial services firms' understanding of FSCS and how they talk to their customers about us as well as ad-hoc research among MPs to shape our approaches to policy and stakeholder management. 2.0 Future service requirements Moving forward we are keen to evolve our requirements and focus on strategic market research providers that can provide specific areas of expertise. We recognize that traditional methodologies have evolved and there are newer more innovative, agile research methods that have come on to the market post Covid (such as online co-creation panels and more agile research platforms). We are looking for innovative methods and 'method neutral' partners who can provide added value and thought leadership to our chosen areas of strategic development as outlined in paragraphs 1.1 to 1.3 above. 2.1 We are specifically interested in market research partners who have experience in Financial Services Market Research & Insight, and in addition have significant experience across one or more of the following areas of expertise, leveraging the latest techniques in both qualitative and quantitative market research. (i) Strategic Brand and Communications (ii) Customer Experience Research & Design; and (iii) Policy and Stakeholder Research

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Cost criterion - Name: Price / Weighting: 40

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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Competitive procedure with negotiation

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: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-034031](#)

Section V. Award of contract

Contract No

1

Lot No

1

Title

Strategic Market Research Services: Brand and Communications (Sub- Lot 1.1)

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 June 2023

V.2.2) Information about tenders

Number of tenders received: 7

Number of tenders received by electronic means: 7

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

2CV Limited

12 Flitcroft Street, Covent Garden

London

WC2H 8DL

Country

United Kingdom

NUTS code

- UKI - London

National registration number

03195457

The contractor is an SME

No

V.2.3) Name and address of the contractor

Trinity McQueen Limited,

C/O Azets, 33 Park Place

Leeds

LS1 2RY

Country

United Kingdom

NUTS code

- UKE42 - Leeds

National registration number

08389485

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £1,900,000

Total value of the contract/lot: £1,900,000

Section V. Award of contract

Contract No

2

Lot No

1

Title

Strategic Market Research: Customer Experience Research & Design (Sub lot 1.2)

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 June 2023

V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Watermelon Research Limited

Po Box 70693, 10a Greencoat Place

London

SW1P 9ZP

Country

United Kingdom

NUTS code

- UKI - London

National registration number

07917715

The contractor is an SME

No

V.2.3) Name and address of the contractor

C M Monitor (Britain Thinks) Limited

Metherell Gard Morval

Looe

PL13 1PN

Country

United Kingdom

NUTS code

- UKK3 - Cornwall and Isles of Scilly

National registration number

07291125

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: £1,900,000

Total value of the contract/lot: £1,900,000

Section V. Award of contract

Contract No

3

Lot No

1

Title

Strategic Market Research: Policy and Stakeholder Research (Sub Lot 1.3)

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 June 2023

V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

C M Monitor (Britain Thinks) Limited,

Metherell Gard Morval,

Looe

PL13 1PN

Country

United Kingdom

NUTS code

- UKK30 - Cornwall and Isles of Scilly

National registration number

07291125

The contractor is an SME

No

V.2.3) Name and address of the contractor

Savanta Group Limited,

C/O Bellwether Green Limited, 225 West George Street

Glasgow

G2 2ND

Country

United Kingdom

NUTS code

- UKI - London

National registration number

SC281352

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: £1,900,000

Total value of the contract/lot: £1,900,000

Section V. Award of contract

Contract No

4

Lot No

2

Title

In-House Market Research (Lot 2)

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 June 2023

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received by electronic means: 3

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

V.2.3) Name and address of the contractor

Ipsos Mori UK Limited,

Cfo - Ipsos Mori, 3 Thomas More Square

London

E1W 1YW

Country

United Kingdom

NUTS code

- UKI - London

National registration number

01640855

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: £100,000

Total value of the contract/lot: £100,000

Section VI. Complementary information

VI.3) Additional information

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=828221968>

GO Reference: GO-2023126-PRO-24703459

VI.4) Procedures for review

VI.4.1) Review body

The Royal Court of Justice

The Strand

London

Email

procurement@fscs.org.uk

Telephone

+44 2073758197

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

The Royal Court of Justice

The Strand

London

Email

procurement@fscs.org.uk

Telephone

+44 2073758197

Country

United Kingdom

VI.4.4) Service from which information about the review procedure may be obtained

Financial Services Compensation Scheme

Beaufort House, 15 St. Botolph Street

London

EC3A 7QU

Telephone

+44 2073758175

Country

United Kingdom

