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Contract

## **DHSC Quantitative Campaign Market Research**

Department of Health and Social Care

F03: Contract award notice

Notice identifier: 2024/S 000-036428

Procurement identifier (OCID): ocds-h6vhtk-04b57c

Published 11 November 2024, 2:09pm

### **Section I: Contracting authority**

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

Department of Health and Social Care

39 Victoria Street

London

SW1H 0EU

#### **Contact**

CCS Inbox

#### **Email**

[ccsinbox@dhsc.gov.uk](mailto:ccsinbox@dhsc.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKI32 - Westminster

**Internet address(es)**

Main address

<https://www.gov.uk/government/organisations/department-of-health-and-social-care>

Buyer's address

<https://www.gov.uk/government/organisations/department-of-health-and-social-care>

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

Ministry or any other national or federal authority

**I.5) Main activity**

Health

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## **Section II: Object**

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

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

DHSC Quantitative Campaign Market Research

Reference number

C248783

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

- 79310000 - Market research services

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

Services

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

Provision of quantitative campaign research including polling and campaign tracking and analysis to be delivered for DHSC to support strategic communication, marketing, policy decision making and research and evaluation requirements.

#### **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: £2,000,000

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

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

- 79310000 - Market research services
- 79310000 - Market research services

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

NUTS codes

- UKI32 - Westminster

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

Procurement via CCS DPS RM6126 - Research & Insights

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

Quality criterion - Name: Quality / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 10

Cost criterion - Name: Price / Weighting: 30

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

Options: Yes

Description of options

2+1+1

#### **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.2.14) Additional information**

Dynamic Purchasing System - RM6126 - Research & Insights

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

he contract has been procured via a mini-competition using the DPS RM6126 Research & Insights

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

The procurement is covered by the Government Procurement Agreement: No

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## Section V. Award of contract

A contract/lot is awarded: Yes

### V.2) Award of contract

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

8 November 2024

#### V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 0

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

#### V.2.3) Name and address of the contractor

Verian Group UK Ltd

4 Millbank, London

London

SW1P 3JA

Telephone

+44 2078961900

Country

United Kingdom

NUTS code

- UKL - Wales

National registration number

13663077

Internet address

<https://www.kantarpublic.com/>

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: £2,000,000

Lowest offer: £2,000,000 / Highest offer: £2,000,000 taken into consideration

#### **V.2.5) Information about subcontracting**

The contract is likely to be subcontracted

Value or proportion likely to be subcontracted to third parties

Proportion: 25 %

Short description of the part of the contract to be subcontracted

Less than 25% of contract.

Survey scripting and data processing - less than 5% of the contract value

Supply of online panel data via Kantar Profiles online access panel - less than 10% of the contract value

Supply of online panel data - less than 10% of the contract value

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## **Section VI. Complementary information**

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

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

The High Court

The Strand

London

WC2A 2LL

Country

United Kingdom

Internet address

<https://www.judiciary.uk/courts-and-tribunals/high-court/>

**VI.4.2) Body responsible for mediation procedures**

High Court

The Strand

London

WC2A 2LL UK

Country

United Kingdom

Internet address

<https://www.judiciary.uk/courts-and-tribunals/high-court/>

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

The High Court

The Strand

London

WC2A 2LL

Country

United Kingdom

Internet address

<https://www.judiciary.uk/courts-and-tribunals/high-court/>



