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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

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

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

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:

The 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

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

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/>

