

This notice in TED website: <https://ted.europa.eu/udl?uri=TED:NOTICE:168590-2019:TEXT:EN:HTML>

**United Kingdom-London: Survey services  
2019/S 071-168590**

**Contract award notice**

**Results of the procurement procedure**

**Services**

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

I.1) **Name and addresses**

Official name: Hyde Housing Association

Postal address: 30 Park Street, Null

Town: London

NUTS code: UK

Postal code: SE1 9EQ

Country: United Kingdom

E-mail: [procurementhelpdesk@hyde-housing.co.uk](mailto:procurementhelpdesk@hyde-housing.co.uk)

**Internet address(es):**

Main address: <https://www.hyde-housing.co.uk/>

I.2) **Information about joint procurement**

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

Body governed by public law

I.5) **Main activity**

Housing and community amenities

**Section II: Object**

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

II.1.1) **Title:**

Customer Surveying Services

II.1.2) **Main CPV code**

79311000

II.1.3) **Type of contract**

Services

II.1.4) **Short description:**

Hyde is looking to procure survey solution(s) that enable us to collect, view and analyse customer feedback.

Areas of interest for to be surveyed include:

— general perception (e.g. overall satisfaction, net promoter score),

— satisfaction with key services/customer touchpoints (e.g. feedback following a property repair/maintenance, complaint, new letting, anti-social behaviour case handling).

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: 10 000 000.00 GBP

II.2) **Description**

II.2.1) **Title:**

Telephone Survey Services

Lot No: 1

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

79311200

79311210

79311300

79342310

79342311

79311100

II.2.3) **Place of performance**

NUTS code: UK

Main site or place of performance:

UNITED KINGDOM.

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

Hyde is seeking a provider of live telephone survey services (CATI).

Hyde wishes to establish a Framework Agreement for use by the following UK public sector bodies (and any future successors to these organisations):

A full list of potential Contracting Authorities can be found here under the most recent file:

<https://www.ons.gov.uk/economy/nationalaccounts/uksectoraccounts/datasets/publicsectorclassificationguide>

The following public bodies may also use the Framework Agreement:

<http://www.wales.com/study/universities-wales>

<http://gov.wales/topics/improving-services/devolution-democracy-delivery/register-of-public-bodies/?lang=en>

<https://www.executiveoffice-ni.gov.uk/publications/public-bodies-and-public-appointments-annual-report-201415>

<http://www.gov.scot/Topics/Government/public-bodies/about/Bodies>

II.2.5) **Award criteria**

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Pricing / 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.2.14) **Additional information**

To respond to this opportunity please click here: <https://hyde.delta-esourcing.com/respond/NSAC785Q9U>

II.2) **Description**

II.2.1) **Title:**

Real-Time Survey Services

Lot No: 2

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

79311100  
79311200  
79311300  
79342310  
79342311

II.2.3) **Place of performance**

NUTS code: UK  
Main site or place of performance:  
UNITED KINGDOM.

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

Hyde is seeking a provider of "real time" survey services (e.g. SMS/Email/IVR).  
Hyde wishes to establish a Framework Agreement for use by the following UK public sector bodies (and any future successors to these organisations):  
A full list of potential contracting authorities can be found here under the most recent file:  
<https://www.ons.gov.uk/economy/nationalaccounts/uksectoraccounts/datasets/publicsectorclassificationguide>  
The following public bodies may also use the Framework Agreement:  
<http://www.wales.com/study/universities-wales>  
<http://gov.wales/topics/improving-services/devolution-democracy-delivery/register-of-public-bodies/?lang=en>  
<https://www.executiveoffice-ni.gov.uk/publications/public-bodies-and-public-appointments-annual-report-201415>  
<http://www.gov.scot/Topics/Government/public-bodies/about/Bodies>

II.2.5) **Award criteria**

Quality criterion - Name: Quality / Weighting: 70  
Cost criterion - Name: Pricing / 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.2.14) **Additional information**

**Section IV: Procedure**

IV.1) **Description**

IV.1.1) **Type of procedure**

Open procedure

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

The procurement involves the establishment of a framework agreement

IV.1.6) **Information about electronic auction**

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**

IV.2.8) **Information about termination of dynamic purchasing system**

IV.2.9) **Information about termination of call for competition in the form of a prior information notice**

**Section V: Award of contract**

**Lot No: 1**

**Title:**

Telephone Survey Services

A contract/lot is awarded: yes

V.2) **Award of contract**

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

01/04/2019

V.2.2) **Information about tenders**

Number of tenders received: 8

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

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

Official name: Watermelon Research Ltd

Postal address: PO BOX 70693 62 Buckingham Gate

Town: London

NUTS code: UK

Postal code: SW1P 9ZP

Country: United Kingdom

The contractor is an SME: no

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

Official name: BMG Research Ltd

Postal address: Beech House 1a Greenfield Crescent, Edgbaston, West Midlands

Town: Birmingham

NUTS code: UK

Postal code: B15 3BE

Country: United Kingdom

The contractor is an SME: no

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

Official name: Opinion Research Services Ltd

Postal address: The Strand, West Glamorgan

Town: Swansea,

NUTS code: UK

Postal code: SA1 1AF

Country: United Kingdom

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 5 000 000.00 GBP

Total value of the contract/lot: 5 000 000.00 GBP

V.2.5) **Information about subcontracting**

**Section V: Award of contract**

**Lot No: 2**

**Title:**

Real-Time Survey Services

A contract/lot is awarded: yes

V.2) **Award of contract**

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

01/04/2019

V.2.2) **Information about tenders**

Number of tenders received: 8

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

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

Official name: Watermelon Research Ltd

Postal address: PO BOX 70693, 62 Buckingham Gate

Town: London,

NUTS code: UK

Postal code: SW1P 9ZP

Country: United Kingdom

The contractor is an SME: no

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

Official name: Rapide Communication Ltd (Rant and Rave)

Postal address: Rant and Rave, Raving Towers Millburn Hill Road, University Of Warwick Science Park, West Midlands

Town: Coventry

NUTS code: UK

Postal code: CV4 7HS

Country: United Kingdom

The contractor is an SME: no

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

Official name: BMG Research Ltd

Postal address: Beech House 1a Greenfield Crescent, Edgbaston, West Midlands

Town: Birmingham

NUTS code: UK

Postal code: B15 3BE

Country: United Kingdom

The contractor is an SME: no

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

Official name: Network Research and Marketing Ltd

Postal address: 25 West Tenter Street

Town: London

NUTS code: UK

Postal code: E1 8DT

Country: United Kingdom

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 5 000 000.00 GBP

Total value of the contract/lot: 5 000 000.00 GBP

V.2.5) **Information about subcontracting**

**Section VI: Complementary information**

**VI.3) Additional information:**

The Contracting Authority considers that this contract may be suitable for economic operators that are Small or Medium Enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

A full list of potential Contracting Authorities can be found here under the most recent file:

<https://www.ons.gov.uk/economy/nationalaccounts/uksectoraccounts/datasets/publicsectorclassificationguide>

GO Reference: GO-201949-PRO-14781709

**VI.4) Procedures for review**

**VI.4.1) Review body**

Official name: Royal Courts of Justice

Postal address: The Strand, Null

Town: London

Postal code: WC2A 2LL

Country: United Kingdom

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

**VI.4.3) Review procedure**

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

**VI.5) Date of dispatch of this notice:**

09/04/2019