

IRELAND: MARKET RESEARCH SERVICES

MARKET RESEARCH AND RELATED SERVICES

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: Central Bank of Ireland

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Economic affairs

2 Procedure

2.1 Procedure

Title: Market Research and Related Services

Description: The general scope of services under the Framework Agreement is for the delivery of a wide range of market research services (the “Services”). The ITT set out the typical types of Services that may be required by the Central Bank under this Framework Agreement. This is a non-exhaustive list and merely serves to illustrate the type of Services that can be procured. It is anticipated that the Services that successful Framework Member(s) may be required to provide will include multiple disciplines of design, fieldwork, analysis and reporting from large scale population-based and/or longitudinal studies, with research being predominantly primary (i.e. generating new research findings or data, rather than the analysis or interpretation of existing data or information). Research may be quantitative, qualitative or both, as described in further detail in the ITT. Full specifications and requirements, including pricing requirements, for the Services required will be set out in any future Mini-Competitions.

Procedure identifier: 67618611-26a1-4c16-b961-d57d426228ad

Type of procedure: Open

The procedure is accelerated: no

Justification for the accelerated procedure:

Main features of the procedure:

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research services

Additional classification (cpv): 79300000 Market and economic research; polling and statistics

Additional classification (cpv): 79312000 Market-testing services

2.1.3 Value

Estimated value excluding VAT: 2 000 000 Euro

2.1.4 General information

Additional information: Having regard to the nature of the Central Bank’s requirements, the framework value identified in this notice represents the Central Bank’s best estimate at the time of award rather than a fixed value. The final value of the framework may be higher or lower than the estimated figure.

Legal basis:

Directive 2014/24/EU

5 Lot

5.1 Lot technical ID: LOT-0001

Title: Market Research and Related Services

Description: The general scope of services under the Framework Agreement is for the delivery of a wide range of market research services (the "Services"). Services that may be required by the Central Bank under this Framework Agreement. This is a non-exhaustive list and merely serves to illustrate the type of Services that can be procured. It is anticipated that the Services that successful Framework Member(s) may be required to provide will include multiple disciplines of design, fieldwork, analysis and reporting from large scale population-based and/or longitudinal studies, with research being predominantly primary (i.e. generating new research findings or data, rather than the analysis or interpretation of existing data or information). Research may be quantitative, qualitative or both, as described in further detail in the ITT. Full specifications and requirements, including pricing requirements, for the Services required will be set out in any future Mini-Competitions.

Internal identifier: 2023P060

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research services

Additional classification (cpv): 79300000 Market and economic research; polling and statistics

Additional classification (cpv): 79312000 Market-testing services

Options:

Description of the options: The duration of the Framework Agreement is intended to be two (2) years, although the Central Bank has the right to terminate it earlier. The Central Bank also has the right to extend the duration of the Framework Agreement by any period or series of periods up to a total of two (2) years, so that the Framework Agreement may ultimately have a maximum total duration of four (4) years.

5.1.5 Value

Estimated value excluding VAT: 2 000 000 Euro

5.1.6 General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7 Strategic procurement

5.1.10 Award criteria

Criterion:

Type: Quality

Name:

Description: Quality of Proposed Methodology and Approach for the Delivery of Services @ 45%

Criterion:

Type: Price

Name:

Description: Price @ 30%

Criterion:

Type: Quality

Name:

Description: Quality of Personnel Proposed @ 25%

Description of the method to be used if weighting cannot be expressed by criteria: Most Economically Advantageous

Justification for not indicating the weighting of the award criteria:

5.1.12 Terms of procurement

Information about review deadlines: As set out at regulation 7 of the European Communities (Public Authorities' Contracts) (Review Procedures) Regulations SI 130/2010, as amended.

5.1.15 Techniques

Framework agreement:

Framework agreement, with reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16 Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: Central Bank of Ireland

Organisation signing the contract: Central Bank of Ireland

TED eSender: European Dynamics S.A.

6 Results

Value of all contracts awarded in this notice: 2 000 000 Euro

6.1 Result lot Identifier: LOT-0001

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Official name: Ipsos B and A

Tender:

Tender identifier: 000032363

Identifier of lot or group of lots: LOT-0001

Subcontracting value is known: no

Subcontracting percentage is known: no

Contract information:

Identifier of the contract: 406906

Date on which the winner was chosen: 17/04/2024

Date of the conclusion of the contract: 29/05/2024

The contract is awarded within a framework agreement: yes

Organisation signing the contract: Central Bank of Ireland

Winner:

Official name: Empathy Research

Tender:

Tender identifier: 000032368

Identifier of lot or group of lots: LOT-0001

Subcontracting value is known: no

Subcontracting percentage is known: no

Contract information:

Identifier of the contract: 406908

Date on which the winner was chosen: 17/04/2024

Date of the conclusion of the contract: 29/05/2024

The contract is awarded within a framework agreement: yes

Organisation signing the contract: Central Bank of Ireland

Winner:

Official name: Core

Tender:

Tender identifier: 000032344

Identifier of lot or group of lots: LOT-0001

Subcontracting value is known: no

Subcontracting percentage is known: no

Contract information:

Identifier of the contract: 406909

Date on which the winner was chosen: 17/04/2024

Date of the conclusion of the contract: 29/05/2024

The contract is awarded within a framework agreement: yes

Organisation signing the contract: Central Bank of Ireland

Winner:

Official name: RED C Research and Marketing Ltd_59378

Tender:

Tender identifier: 000032367

Identifier of lot or group of lots: LOT-0001

Subcontracting value is known: no

Subcontracting percentage is known: no

Contract information:

Identifier of the contract: 406907

Date on which the winner was chosen: 17/04/2024

Date of the conclusion of the contract: 29/05/2024

The contract is awarded within a framework agreement: yes

Organisation signing the contract: Central Bank of Ireland

8 Organisations

8.1 ORG-0001

Official name: Central Bank of Ireland

Registration number: 6342077W

Postal address: New Wapping Street, North Wall Quay, Dublin 1

Town: Dublin

Postcode: D01 F7X3

Country: Ireland

Email: procurementcompliance@centralbank.ie

Telephone: +353 (0) 1 2246000

Fax: +353 (0) 1 2245550

Internet address: <http://www.centralbank.ie>

Buyer profile: <http://www.centralbank.ie>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

Organisation signing the contract

8.1 ORG-0002

Official name: Ipsos B and A

Registration number: 102171

Postal address: Milltown House, Mt St Annes, Milltown Road, Dublin 6

Town: Dublin 6
Postcode: D06 Y822
Country: Ireland
Email: brenda@banda.ie
Telephone: 012057500
Fax: 012057522
Internet address: www.banda.ie
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

8.1 ORG-0003

Official name: Empathy Research
Registration number: 545528
Postal address: Unit 9, The Anchorage, Charlotte Quay
Town: Dublin
Postcode: D04 HW61
Country: Ireland
Email: robert@empathyresearch.ie
Telephone: 0862391509
Internet address: <https://www.empathyresearch.ie/>
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

8.1 ORG-0004

Official name: Core
Registration number: 561339
Postal address: 1 WML
Town: Dublin
Country: Ireland
Email: conor.hughes@onecore.ie
Telephone: +353 1 649 6357
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

8.1 ORG-0005

Official name: RED C Research and Marketing Ltd_59378
Registration number: 371854
Postal address: Ground Floor, Block G, Eastpoint Business Park, Alfie Byrne Road, Dublin 3.
Town: Dublin
Postcode: D03 H2N1
Country: Ireland
Email: louise.dumbrell@redcresearch.ie
Telephone: +35318186316
Internet address: www.redcresearch.ie
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

8.1 ORG-0006

Official name: The High Court of Ireland

Registration number: The High Court of Ireland

Department: The High Court of Ireland

Postal address: Four Courts, Inns Quay, Dublin 7

Town: Dublin

Postcode: D07 WDX8

Country: Ireland

Email: HighCourtCentralOffice@courts.ie

Telephone: +353 1 8886000

Roles of this organisation:

Review organisation

8.1 ORG-0007

Official name: European Dynamics S.A.

Registration number: 002024901000

Department: European Dynamics S.A.

Town: Athens

Country: Greece

Email: eproc-esender@eurodyn.com

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

11 Notice information

11.1 Notice information

Notice identifier/version: 6d454f4b-7e5a-4dfe-a108-a8dcd4fec603 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 26/06/2024 10:26 +01:00

Languages in which this notice is officially available: English

11.2 Publication information