

CONTRACT NOTICE

SERVICES

SECTION I: CONTRACTING AUTHORITY

I.1) NAME, ADDRESSES AND CONTACT POINT(S):

Official Name: Procurement

Address: Abercrombie House, Eaglesham Road,

Town: East Kilbride

Country: UK

Internet address(es):

General Address of the contracting authority:

[https://www.gov.uk/government/organisations/department-for-international-](https://www.gov.uk/government/organisations/department-for-international-development)

[development](https://www.gov.uk/government/organisations/department-for-international-development)Address of the Buyer Profile: <https://supplierportal.dfid.gov.uk/selfservice/>

Further information can be obtained at:

Specifications and additional documents (including documents for competitive dialogue and a dynamic and a dynamic purchasing system) can be obtained at:

Tenders or requests to participate must be sent to:

I.2) TYPE OF THE CONTRACTING AUTHORITY AND MAIN ACTIVITY OR ACTIVITIES:

REGIONAL AUTHORITY

GENERAL PUBLIC SERVICES

SECTION II: OBJECT OF THE CONTRACT

II.1) DESCRIPTION

II.1.1) Title attributed to the contract by the contracting authority:

Representative quantitative audience survey of the Girl Effect Ethiopia Programme

II.1.2) Type of contract and location of works, place of delivery or of performance:

SERVICES

Main site or location of works: South Lanarkshire

NUTS code: UKM38

II.1.3) This notice involves

II.1.4) Information on framework agreement:

Duration of the framework agreement: Duration in year(s):

Justification for a framework agreement, the duration of which exceeds four years:

Estimated total value of purchases for the entire duration of the framework agreement:

II.1.5) Short description of the contract or purchases(s):

DFID Ethiopia on behalf of Girl Effect Ethiopia (GEE) wishes to contract a Supplier to implement a representative Quantitative Audience Survey of the Yegna Brand. The Yegna brand is Ethiopia's first youth brand, designed to reframe girls as a valued and essential part of Ethiopian society, so they feel more connected to their own community and to each other. Yegna encompasses a radio drama, a radio talk show and a girl band/music that champions girls and creates a national conversation about the challenges they face, and their potential to overcome these problems. Mobile and Club components of the brand are also in development. The representative quantitative survey has two broad aims. The first is to provide a representative sample of people aged 10 years or over across Ethiopia's 6 regions and city administration areas. The second is to provide a larger representative booster sample of adolescent girls (10 to 19 years) across in Addis Ababa and Amhara. Data collection will begin in November 2016. For the purposes of planning the design is split into two components: Component one - the regional representative survey: A representative survey of the 10 + population residing in Oromia, SNNPR and Tigray Regions and Dire Dawa City Administrative Area 1. Contextualizing and understanding the media, NGO and brand landscape 2. Understand the media-consumption patterns of those aged 10 years and older 3. Identify barriers to media access in this population 4. Understanding the brand awareness and consumption of Yegna and its media products. 5. Determine levels of awareness of the Yegna brand and promotional activities 6. Understand the audiences' perception of the Yegna brand Component two - representative survey of Addis and Amhara regions: A representative survey of the 10+ Amhara Region and Addis Ababa City Administrative area with a booster sample of girls living in Addis Ababa and Amhara aged 10 to 19 years, for evaluation of the brand. In addition to the above objectives the survey will also: 1. Monitor the performance of the Yegna brand 2. Measure of how audiences are engaging with brand and promotional activities 3. Understand the audiences' brand and media experience 4.

Understand characteristics and other factors which drive or inhibit consumption and usage of Yegna product We are looking for a Supplier who has extensive experience in designing, conducting and analysing quantitative research, the capacity to deliver the representative quantitative survey in the two components and able to oversee all aspects of the study related to design, data collection, analysis and reporting, including quality control and data management; previous experience of delivering quality quantitative outputs to non-evidence audiences, excellent collaborative working skills and working experience with safe guarding policies. For further details please go to the the DFID Supplier Portal at <https://supplierportal.dfid.gov.uk/selfservice/> to access full information in relation to this tender including the relevant ITT documentation.

II.1.6) Common procurement vocabulary:

75211200

II.1.7) Contract covered by the Government Procurement Agreement (GPA):

NO

II.1.8) Division into lots:

NO

II.1.9) Variants will be accepted:

NO

II.2) QUANTITY OR SCOPE OF THE CONTRACT

II.2.1) Total quantity or scope:

The maximum budget allocated for the first of the three quantitative Audience Surveys, for which the detailed requirements are explicitly set out in the Terms of Reference, is in the range of £153,000 - £ 425,000 GBP, exclusive of Government tax for Components One and Two. This will include all staff costs and expenditure. The Service Provider should demonstrate in their proposals how they would deliver a solution that represents maximum value within the budget range. The overall maximum budget allocated for the three quantitative Audience Surveys is £850,000 (GBP), exclusive of Government tax. However, the project has only approved funding for the first survey, hence the Service Provider is only requested to submit the budget for the first survey.

II.2.2) Options:

The anticipated start date for this contract is October 2016 and it will run up to August 2018 as a maximum. However the timeframes are only set for the first survey, as the timeframes for the second and third surveys will be decided after completion of the first survey. Refer to section 8.2 for the milestones set for the first survey and section 8.3 for the breakpoints. Dependent on the results of the first survey, the future needs and securing of funding, there are two options for the following surveys: two surveys to be conducted or one survey to be conducted. The tentative timings for the first option are: the second survey to be conducted in late 2017 and the third survey to be conducted in mid 2018. The tentative timing for the second option is for the second survey to be conducted in early 2018. Please refer to the Terms of Reference for more details.

II.3) DURATION OF THE CONTRACT OR TIME-LIMIT FOR COMPLETION:

Duration in months: 23 (From the award of contract).

SECTION III: LEGAL, ECONOMIC, FINANTIAL AND TECHNICAL INFORMATION

III.1) CONDITIONS RELATING TO THE CONTRACT

III.1.1) Deposits and guarantees required:

None

III.1.2) Main financing conditions and payment arrangements and/or reference to the relevant provisions regulating them:

The contract will be governed by English Law. All prices must be quoted in GBP and all payments under the contract will be made in GBP. DFID reserves the right to annul the process and not award the contract. DFID does not provide advance funding, therefore, a Service Provider will be required to pre-finance some of the programme activities as detailed in the Terms of Reference, before claiming reimbursement from DFID in arrears. DFID will be seeking to agree payment arrangements as detailed in the Terms of Reference.

III.1.3) Legal form to be taken by the group of economic operators to whom the contract is to be awarded:

Joint and several liability

III.1.4) Other particular conditions to which the performance of the contract is subject:

No

III.2) CONDITIONS FOR PARTICIPATION

III.2.1) Personal situation of economic operators, including requirements relating to enrolment on professional or trade registers:

Information and formalities necessary for evaluating if requirements are met: Please refer to tender documentation

III.2.2) Economic and financial capacity:

Information and formalities necessary for evaluating if requirements are met: Please refer to tender documentation

Minimum level(s) of standards possibly required:

III.2.3) Technical capacity:

Information and formalities necessary for evaluating if requirements are met: Please refer to tender documentation

Minimum level(s) of standards possibly required: Please refer to tender documentation

III.2.4) Reserved contracts:

III.3) CONDITIONS SPECIFIC TO SERVICES CONTRACTS

III.3.1) Execution of the service is reserved to a particular profession:

No

III.3.2) Legal entities should indicate the names and professional qualifications of the staff responsible for the execution of the service:

YES

SECTION IV: PROCEDURE

IV.1) TYPE OF PROCEDURE

IV.1.1) Type of procedure:

Open

IV.1.2) Limitations on the number of operators who will be invited to tender or to participate:

Envisaged number of operators:

Objective criteria for choosing the limited number of candidates:

IV.1.3) Reduction of the number of operators during the negotiation or dialogue:

NO

IV.2) AWARD CRITERIA

IV.2.1) Award criteria:

The most economically advantageous tender in terms of criteria stated below:

1 :

Criteria: Quality of Personnel & Expertise

Weighting: 30

2 :

Criteria: Methodology & Approach

Weighting: 40

3 :

Criteria: Commercial

Weighting: 25

4 :

Criteria: Value for Money

Weighting: 5

IV.2.2) An electronic auction will be used:

No

IV.3) ADMINISTRATIVE INFORMATION

IV.3.1) File reference number attributed by the contracting authority:

7625

IV.3.2) Previous publication(s) concerning the same contract:

No

IV.3.3) Conditions for obtaining specifications and additional documents or descriptive document

Time limit for receipt of requests for documents or for accessing documents: 9. 9. 2016 - 10:00

Payable documents: No

IV.3.4) Time-limit for receipt of tenders or requests to participate:

9. 9. 2016 - 10:00

IV.3.5) Date of dispatch of invitations to tender or to participate to selected candidates:

10. 8. 2016

IV.3.6) Language(s) in which tenders or requests to participate may be drawn up:
EN

IV.3.7) Minimum time frame during which the tenderer must maintain the tender:

Period in months (from date stated for receipt of tenders):

6

IV.3.8) Conditions for opening tenders:

9. 9. 2016 - 10:00

Persons authorised to be present at the opening of tenders: No

SECTION VI: COMPLEMENTARY INFORMATION

VI.1) THIS IS A RECURRENT PROCUREMENT:

No

VI.2) CONTRACT RELATED TO A PROJECT AND/OR PROGRAMME FINANCED BY EU FUNDS:

No

VI.3) ADDITIONAL INFORMATION:

Additional Information: 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, and the resulting contracts will be awarded on the basis of the most economically advantageous tenders, in line with the strategic priorities outlined in the Terms of Reference. Tender documents including Terms of Reference are available in DFID Supplier Portal. However, only registered on the portal Suppliers can access these documents. To register with the portal and to download the relevant tender documents go to <https://supplierportal.dfid.gov.uk/selfservice/>. For additional guidance go to <https://www.gov.uk/government/organisations/department-for-international-development/about/procurement>. Expressions of interest should be via the DFID Supplier Portal. Following assessment of tenders, DFID will inform the Tenderers of the decision made and provide feedback to each Tenderer within the bounds of confidentiality. If circumstances require further extension beyond the original contract duration/agreed extensions, DFID will consider doing so by means of the Negotiated Procedure where necessary conditions can be met. From 1.4.2001, all UK development assistance has been fully untied which allows suppliers from anywhere in the world to bid for DFID contracts.

VI.4) PROCEDURES FOR APPEAL

VI.4.1) Body responsible for appeal procedures:

Official Name: Michael Ross

Address: Department for International Development, Abercrombie House, Eaglesham Road

Town: East Kilbride

Country: UK

Body responsible for mediation procedures:

VI.4.2) Lodging of appeals:

Precise information on deadline(s) for lodging appeals:

VI.4.3) Service from which information about the lodging of appeals may be obtained:

VI.5) DATE OF DISPATCH OF THIS NOTICE: