



Crown  
Commercial  
Service

# Customer Needs

RM6018 – Research Marketplace Dynamic  
Purchasing System Agreement



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## **Introduction**

### **1.1. Customer needs statement**

Crown Commercial Service (CCS) is seeking to establish a Dynamic Purchasing Agreement (DPS) for the provision of Research Services for all UK central government departments, wider public sector organisations and charities as listed in the OJEU Contract Notice for RM6018 – Research Marketplace DPS.

This RM6018 Research Marketplace DPS Agreement will be managed by CCS and any contract(s) awarded under this DPS Agreement will be managed by individual contracting customers.

The intended duration period of the RM6018 DPS Agreement is for 4 years (48 months). In the event that the RM6018 DPS Agreement is terminated, CCS shall give the Supplier no less than three (3) Months written notice. CCS acknowledges that RM6018 DPS Agreement will not be terminated within the initial first six (6) months from the commencement date.

CCS may extend the duration of this RM6018 DPS Agreement for any period or periods up to a maximum of 1 year (12 months) in total from the expiry of the Initial RM6018 DPS Agreement period by giving the Supplier no less than three (3) Months' written notice.

### **1.2. The Opportunity**

The RM6018 Research Marketplace DPS Agreement will provide central government and wider public sector departments with the opportunity to procure an extensive range of research services via a comprehensive number of suppliers.

Upon application to join the RM6018 DPS Agreement, bidders are required to indicate which categories and services they are able to bid for. It is therefore essential that bidders select the exact elements relevant to their service offering in order to be invited to the relevant competitions.

Customers will use the service element filters as detailed in Annex A (Research Services Matrix) of this Customer Needs document and Section 2 (Services Offered), Part A (Specification) of the RM6018 Research Marketplace DPS Agreement, to short list appointed suppliers offering their service requirements and invite to competition.

Customers may enter into a contract with you for a period of their determining, which may exceed the duration of the RM6018 DPS Agreement, should this agreement be terminated at any point in time. The flexibility of the contracting period allows the customer to determine appropriate contracting timelines required in order that the supplier can meet the needs of the customer for large and complex projects.

### **How will the services within the DPS for RM6018 Research Marketplace be organised?**

The RM6018 DPS will be organised into distinct categories so:

- a) Bidders can indicate all elements relevant to their service offering, and

- b) Customers can filter the elements to produce a shortlist of appointed suppliers to invite to a competition.

The four (4) distinct categories comprise of:

- **Subject area(s)**
- **Research methods**
- **Specific participant group**
- **Research location**

Full details of the four (4) distinct categories and the Part A sub categories can be found at Annex A of this Customer Needs document and in Section 2 (Services Offered), Part A (Specification) of the RM6018 Research Marketplace DPS Agreement.

### **Who are the Customers of the RM6018 Research Marketplace DPS Agreement?**

The RM6018 Research Marketplace DPS Agreement will be available to all central government and wider public sector customers as listed in the OJEU notice, including but not limited to the following:

- Central government:
  - Environment
  - Defence
  - Other Central Government
- Wider Public Sector:
  - Education
  - Fire and Rescue
  - Health
  - Local Government
  - Not for Profit (Charitable)
  - Police
  - Housing Association
- Other Wider Public Sector

The RM6018 DPS Agreement is expected to see growth from both customers who use a current public sector Market Research Agreement and also new customers who choose to purchase research services via this DPS route.

### **What are the benefits of the RM6018 Research Marketplace DPS Agreement?**

- **Simpler, quicker process** – accessible for both SMEs and other suppliers seeking opportunities to provide services to the public sector.
- **Automated, electronic process** – streamlined electronic process.
- **Flexible** - new bidders can apply to join at any point.
- **Choice** - increased scope/scale of service offerings and access to public sector business.
- **Filtering of supplier offering** - ensures suppliers receive notifications of competitions that are relevant to their service offering.

- **Dynamic** – Customers can create bespoke specifications, competitions and contracts.
- **Supports localism and Social Value** - enabling appointed suppliers to bid for business either locally, regionally or nationally.
- **Savings** – drives savings through the ‘Call for Competition’ procedure.
- **Efficiencies** – reduces Customers costs and process cycle time

### **What is the estimated value of the RM6018 Research Marketplace DPS Agreement?**

The estimated value is £20 million (excluding VAT) in the first year, growing to £30 million (excluding VAT) in year two, £55 million (excluding VAT) in year three and £65 million (excluding VAT) in year four in line with targeted growth strategies. This will comprise multiple contracts with multiple suppliers, however there is no guarantee of work or spend under this RM6018 DPS Agreement.

### **1.3. The current situation**

This RM6018 Research Marketplace DPS Agreement is a new offering from CCS. However, there have been multiple public sector Frameworks for market, social and economic services which have now expired or are due to expire shortly. CCS therefore consulted key stakeholders during the development process of the RM6018 DPS Agreement to ensure continuity.

## **2. Specification**

### **2.1. Our priorities**

Crown Commercial Services (CCS) key priorities are to support visibility and control of research services whole life costs and to influence efficiencies through:

- Offering valued research solutions to meet customers individual requirements;
- Build and increase capacity of high quality research services outputs;
- Develop a dynamic commercial model for access to research services.

### **2.2. Scope**

The Supplier shall provide research services as detailed in Annex A – Research Services Matrix of this Part A (Specification) of RM6018 Research Marketplace DPS Agreement and Attachment 2 of the RM6018 Bid Pack.

The core requirement of the research services shall include but shall not be limited to provision of either one or a combination of services in each of the following four (4) distinct categories:

- Subject area(s)
- Research methods
- Specific participant group
- Research location

## **3. Mandatory Service requirements:**

This section provides details of the mandatory requirements that all Suppliers shall be expected to fulfil to deliver the RM6018 Research Marketplace DPS Agreement.

### **Research Services**

**3.1.** The Supplier shall offer either one or a combination of services from each of the four (4) distinct service categories as detailed in 3.1.1, 3.1.2, 3.1.3 and 3.1.4 below and as specified in Annex A - Research Services Matrix of this Part A (Specification) and Attachment 2 of the RM6018 Bid Pack, which further includes extensive sub-divided filters in addition to below:

#### **3.1.1.** Subject area(s):

- Social
- Sector
- Health
- Finance

- Communications
- Business

**3.1.2. Research methods:**

- Analysis
- Consultancy
- Evaluation
- Mystery
- Shopping
- Qualitative (face-to-face)
- Qualitative (online)
- Qualitative (services)
- Qualitative (specialist)
- Quantitative (specialist)
- Quantitative (telephone)
- Quantitative

**3.1.3. Specific participant group:**

- Economy
- Ethnicity
- Health
- Lifestage
- Professions
- Social
- Social-economic

**3.1.4. Research location:**

- UK
- British Overseas Territories
- Crown Dependencies
- Commonwealth
- EU
- International

**Security**

**3.2.** The Supplier shall be required to have their own security operating procedures that shall be made available to the CCS and/or Customers to provide assurance of data security.

**3.3.** The Supplier shall ensure that Customers' information and data (electronic and physical) shall be collected, held and maintained in a secure and confidential manner and in accordance with the Terms of the RM6018 DPS Agreement for any individual contracts awarded.

**3.4.** The Supplier shall ensure that all Supplier Personnel involved in the performance of any individual contracts awarded under this RM6018 DPS Agreement shall comply with all customer data security and confidentiality requirements.

- 3.5. The Supplier shall ensure appropriate security standards, controls and measures in place such as access to customer premises.
- 3.6. The Supplier shall provide secure premises for all individual contracts awarded under the RM6018 DPS Agreement which meet Customer individual security protocols.
- 3.7. The Supplier shall ensure that any suspected or actual security breaches are reported to the Customers' representative immediately.
- 3.8. The Supplier shall provide details of their personnel security procedures and upon request by Customers, details of all personnel that they intend to use in the delivery of the Services.
- 3.9. The Supplier shall ensure that Customers information and data is secured in a manner that complies with the Government Security Classification Policy rating. The Supplier shall ensure that the Government Security Classification Policy rating is also applied when information and data is transmitted across all applicable networks and/or in line with the Customers' requirements.
- 3.10. For further information, the Government Security Classification 2014 may be accessed here:  
<https://www.gov.uk/government/publications/government-security-classifications>

### **Vetting**

- 3.11. The Supplier shall where applicable provide details of its Supplier Personnel security procedures to customers and contact details of all Supplier Personnel who will be involved in the delivery of the Services, when requested by customers.

### **DPS Management**

- 3.12. The Supplier shall comply with the Key Performance Indicators as set out in clause 2.8 and Schedule 8 (DPS Management) and of RM6018 Research Marketplace DPS Agreement throughout the duration of the RM6018 DPS Agreement.
- 3.13. The Supplier shall comply with Schedule 3 (Charging Structure) and Annex 1 (Maximum Charging Threshold) of RM6018 Research Marketplace DPS Agreement throughout the duration of the RM6018 DPS Agreement, unless otherwise specified by the Customer at Call for Competition stage.

### **Social Value**

- 3.14. The Supplier shall complete annual Corporate Social Responsibility (CSR) assessments upon request from Customers.
- 3.15. The Supplier shall identify Social Value options which are appropriate to Customers at Call for Competition stage. Any Social Value options selected by Customer shall be in accordance with the Government's Social Values which are current at that point in time.



## ANNEX A – Research Services Matrix



RM6018 - Research  
Services Matrix.xlsx