Market Research Guide for Buyers

Framework reference: RM1086
Market Research

**Contract ID:** MR130001

This buyer guide has been created to support public sector buyers, from organisations that don’t currently take the UK SBS managed procurement service, to access high quality market research services. The following index outlines and provides links to the supporting information.

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01 Introduction to the Market Research framework

The Market Research framework provides access to 80 providers (suppliers) with experience across the broad spectrum of market research, including specialisms. These providers will supply market research services specific to the lots outlined below. A minimum of 5 providers have been selected for each Lot.

The objective of the agreement is to bring the benefit of the Government’s greater buying power directly to you – the customer - providing a fast and simple route to fulfil your market research needs and the choice, quality and value you need and expect.

All the providers selected for this framework have met the requirements set out during the tender process and have agreed to maximum rates they can charge for each service under the framework.

UK SBS is committed to ensuring equality of opportunity throughout the procurement process and strives to increase accessibility for Small and Medium Enterprise (SME) to public sector procurement opportunities. UK SBS has selected providers that reflect the diversity of experience and specialisms of the market research sector. With input from buyers during the development of this framework – we are confident that the awarded supply chain will be able to meet your existing and future research needs.

With 90% of providers on this framework being Micros or SMEs – our commitment to increasing accessibility to Government procurement opportunities is delivering results for the smaller providers - and ultimately supporting the growth of this vital and innovative sector.
02. Background, Benefits and Savings

“Research” has for the first time been identified and designated by Government and the Crown Commercial Service (CCS) as a procurement category.

The Market Research framework supports the Government’s centralised approach to providing market research services to the public sector. This agreement ensures legal compliance and provides a standard pricing model - increasing transparency of spend and effective benchmarking.

Benefits

Procuring specialist research services can be a time consuming and costly process. The main benefits of the framework are:

- Procurement timescales and costs are reduced by the ‘call off’ of services from a pre-competep procurement exercise. Suppliers have been thoroughly checked for financial stability and delivery capability
- Established benchmarking of service quality and value for money through a comprehensive procurement exercise
- Ensured compliance with the EU Procurement Directives and procurement regulations
- Increased responsiveness through standardised framework terms and conditions - allowing customers to call-off urgent requirements in a timely manner
- Improved control, monitoring and transparency of spend through comprehensive management information and pre-agreed costs
- Increased quality of service and customer satisfaction through UK SBS Supplier Management

Savings

The agreed framework rates are the maximum rate chargeable by the providers, however through the call off process rates may reduce.
03. The Framework Lot Structure

The lot structure was agreed with stakeholders before providers responded to the requirements; Providers were awarded positions on the framework based upon the evaluation of their responses to the requirements detailed in each lot and sub-lot that follows:

Lot 1: Secondary Research

Description

This lot covers all secondary research requirements where understanding the existing evidence base is the principal focus of the work. The lot may include but is not restricted to:

- Literature reviews, including systematic reviews
- Rapid evidence assessments and scoping/ mapping exercises
- Discourse analysis
- Analysing existing data sets
- Stakeholder or ‘expert’ interviews to supplement the above (e.g. primary research with key stakeholders may be required to access, contextualise and understand any documented knowledge)

This lot provides access to providers with expertise in accessing and analysing evidence from a wide variety of sources, including but not restricted to: qualitative and/or quantitative research reports and datasets, academic literature, think-pieces and policy documentation.

Providers in this lot have demonstrated their capability in:

- Identifying and selecting appropriate material for inclusion in secondary research reviews; including use of appropriate strategies and channels for information retrieval
- Reviewing, analysing and synthesising evidence in an appropriate way to meet the requirement
- Producing high quality analytical reports – provider should be experienced in reporting secondary research findings that are suitable for publication and sufficiently robust to withstand external scrutiny
- Working with the client team and where relevant, research stakeholders and other agencies, to deliver workshops or other approaches to embed findings and recommendations within the organisation, and help optimise their impact within future work.

Specialisms

None
Lot 2: Strategic Planning and Development

Description

This lot covers all strategic planning and development research requirements. This may include, but is not restricted to:

- Informing policy design and formulation
- Market reviews and analysis
- Attitudinal and behavioural research
- Customer profiling and segmentation
- Informing strategic communications development
- Insight into social trends to identify and inform future strategy/policy

Providers have identified the specialism they are able to provide; these include Qualitative and Quantitative research.

Examples of research methodologies and analytical approaches that may be required include, but are not restricted to:

- Qualitative research and engagement approaches such as deliberative engagement, collaborative engagement/co-creation and other qualitative approaches
- Quantitative research, such as telephone/online/face-to-face surveys to quantify attitudes and behaviours relevant to policy development, develop market segmentation models and to inform pricing research
- Observational and behavioural approaches, such as ethnography and neuroscience
- Analytical approaches, such as PEST(LE), scenario planning and semiotics

It may also include secondary research or panel research as one component – but not the primary or sole component - of the business solution.

Providers in this lot have demonstrated their capability in strategic planning and development research, with reference to particular areas of expertise in methodology, technique or analytical approach.

Providers have demonstrated their capabilities in tailoring approaches and outputs to meet the needs of complex strategic planning contexts, and to maximise the impact of the insight that is generated.

Specialisms

- Market/Competitor Analysis
- Segmentation
- Customer Journey Mapping
- Semiotics
- Deliberative Engagement
- Co-creation
- Ethnography
- Conjoint or other advanced Quantitative Methods
- Pricing Research
- Data Analytics

continued over page
Lot 3: Develop and Test Concepts for Communication Products and Services

Description

This lot covers research, qualitative and quantitative, designed to develop and test for products, services and communications. This may include, but is not restricted to:

- Communications and branding research
- Brand development and testing
- Proposition development and testing
- Message testing
- Creative development research
- Channel testing
- New product/service development research and concept testing

Providers have identified the specialism they are able to provide; these include Qualitative and Quantitative research.

For communications-related research requirements, the provider has demonstrated their capability in a range of communications channels, including paid for advertising, as well as earned (PR, sponsorship/partnerships, word-of-mouth) and owned channels (government website or social media pages/accounts).

Specialisms

- Communications and branding research
- Brand development and testing
- Proposition development and testing
- Message Testing
- Creative development research
- Channel testing
- New product/service development research and concept testing
- Paid for advertising
- Public Relations
- Sponsorships/partnerships
- Word-of-mouth
- Website
- Social media pages/accounts
- Qualitative
- Quantitative
- Qualitative and quantitative
Lot 4: Performance/Reputation Audit and Customer/Stakeholder Satisfaction

Description

This lot covers all performance/reputation audit and customer/stakeholder satisfaction research requirements. This may include but is not restricted to:

- Customer/Stakeholder satisfaction research
- Customer/Stakeholder service evaluation research
- Customer/Stakeholder satisfaction/perceptions
- Understanding and measuring performance, reputation and stakeholder satisfaction through social media
- Reputation tracking/audit

Providers have identified the specialism they are able to provide, including qualitative and quantitative research.

The following specialist methodologies have been identified as potential requirements and providers with one or more of these capabilities have demonstrated their ability in providing these services:

- Senior decision maker qualitative research
- Complex longitudinal quantitative studies
- Omnibus research
- Mystery shopping

Specialisms

- Customer/stakeholder service evaluation research
- Customer/stakeholder satisfaction/perceptions
- Segmentation
- Reputation tracking/audit
- Senior decision maker qualitative research
- Complex longitudinal quantitative studies
- Omnibus research
- Mystery shopping
- Social media analysis
- Qualitative
- Quantitative
- Qualitative and quantitative
Lot 5: Communications Evaluation Research

Description

This lot covers all research to monitor the impact and effectiveness of communications with the target audience. Research in this lot may relate to public, staff or other stakeholders and may include, but not be restricted to:

- Understanding the impact of communications and campaigns
- Understanding brand awareness and perceptions
- General stakeholder perception tracking / audit
- Understanding behavioural change in response to our communication activities
- Campaign/ brand evaluation through social media

Both qualitative and quantitative approaches can be provided through this lot. However, there are also capabilities in monitoring and analysing secondary sources (including social media), and modelling techniques. Across the lot providers have demonstrated their:

- Ability to draw out meaningful insights and recommendations from data that will drive improved government communications
- Capability in communications evaluation based research, with reference to particular areas of expertise in methodology, technique or analytical approach

For communications-related research requirements, the provider should refer to, and demonstrate, how their capability relates to the range of communications channels, i.e. paid- for advertising, earned channels (PR, sponsorship/partnerships, word-of-mouth) and owned channels (government website or social media pages/accounts).

Specialisms

- Communications and campaign evaluation research
- Brand awareness and perceptions research
- Perceptions tracking/audit
- Behaviour change research in response to communications activities
- Campaign/brand evaluation through social media
- Econometric modelling
- Communications Channels - Paid for advertising
- Communications Channels - Public Relations
- Communications Channels -Sponsorships/partnerships
- Communications Channels – Word-of-mouth
- Communications Channels – Website
- Communications Channels - Social media pages/accounts
- Qualitative
- Quantitative
- Qualitative and quantitative
Lot 6: Research Support Services

Description

This lot covers specific support requirements for the market research process. This may include, but is not restricted to, the following specialisms.

Providers have identified the specialism they are able to provide, including qualitative and quantitative research.

Specialisms

- Interviewing
- Recruiting
- Substantive Data Manipulation
- Data Processing and Tabulation
- Expert Statistical Advice
- Advanced Data Analysis
- Analysis and Re-Analysis
- Statistical Modelling
- Report Writing
- Media Monitoring
- Qualitative
- Quantitative
- Qualitative and quantitative

Lot 7: Panels

Description

This lot covers the creation and management of panels for continuous or longitudinal research. This lot is to be used where the use of panels is the primary or sole component of the business solution. This may include, but is not restricted to:

- Issue management
- Market segmentation
- Usage and attitude studies
- Brand research
- Product feedback
- Positioning research
- New product/service development and concept testing
- Qualitative exploration
- Conjoint or other advanced quantitative methods
- Communications testing
- Tracking studies

Providers have identified the specialism they are able to provide, including qualitative and quantitative research.
The following methodologies and analytical approaches have been identified as potential requirements and providers have identified and demonstrated their capabilities in providing these services:

- Quantitative (telephone)
- Qualitative (depth interviews, focus groups)
- Online (discussion communities)
- Deliberative (citizens’ panels, deliberative polls, workshops and Consumer Advisory Panels)
- Panel management, including recruitment and screening of panellists, incentivisation, engagement and retention strategies, managing panellist turnover (resulting from drop-out or purging), and facilitating communication (provision of reports and feedback, email updates, newsletters, forums, or bulletin boards)
- Panel health and how associated risks are mitigated, specifically factors motivating panellist participation and determining frequency of contact/burden rules.

Panel solutions currently available in the market provide organisations with the option of full-service, self-service or assisted self-service alternatives for conducting research. All approaches are relevant to this lot.

**Specialisms**

- Qualitative
- Quantitative
- Qualitative and quantitative
- Online
- Deliberative

**Lot 8: Specialist Audiences**

This lot covers all primary research requirements where the audience is the priority over and above the business issue.

The following audience groups have been identified as requiring specialist expertise to capture their opinion/perception for research purposes. The identified audiences are not mutually exclusive or exhaustive, although it is recognised that providers may not have expertise across all specialist audiences.

**Specialisms**

None - instead of selecting a specialism, choose the most suitable sub lot.

**Sub Lot 8.1 – Young People**

This sub-lot comprises all research requirements that primarily or uniquely apply to young people aged 16 years and under.

Providers have demonstrated their capability to research this audience, and provided evidence that they meet the necessary legal, industry and data protection requirements to undertake research with young people.
Providers have identified the specialism they are able to provide, including qualitative and quantitative research and expertise in the methodologies or techniques that they use in researching this audience.

**Sub Lot 8.2 – Language and Culture**

This sub-lot covers all research requirements that primarily or uniquely apply to one or more of the following communities:

- Black African
- Black Caribbean
- Indian
- Pakistani
- Bangladeshi
- Chinese
- Eastern European
- Welsh language speakers

Providers have identified the specialism they are able to provide, including qualitative and quantitative research. Providers have demonstrated their capability in qualitative research for UK-based research, and quantitative and qualitative research for international research.

Providers have demonstrated their understanding of, and ability to access, one or more of these communities, the faith groups within those communities where applicable, and a facility with the relevant language(s).

**Sub Lot 8.3 – Hidden Populations**

This sub-lot covers all research requirements that primarily or uniquely apply to one or more of the following hidden populations. The term ‘hidden population’ refers to specialist audiences perceived as ‘harder to reach’ for research purposes. These audiences may include:

- Individuals with physical disabilities, visual and/or aural impairments and chronic/long-term health conditions
- Individuals with learning difficulties and disabilities
- Individuals with mental health conditions or impairments
- Individuals with low levels of literacy and numeracy skill
- Individuals with drug and/or alcohol dependency or misuse
- Offenders and ex-offenders
- Victims of crime such as those affected by relationship abuse
- Individuals exhibiting deviant or anti-social behaviours, such as drug and alcohol misuse, sexual behaviour and relationship abuse

Providers have identified the specialism they are able to provide, including qualitative and quantitative research and demonstrated their capability with the methodologies and techniques in researching one or more of these populations.
04. **How to use this framework**

Access to services on the Market Research Framework are provided via competitive ‘call off’. Only one Lot can be used per procurement, you can not invite multiple Lots to a competition.

**‘Call-off’ and ‘Mini Competition’**

These are the terms used by UK SBS or the Buyer (e.g. Government department or other public body client) to describe the process used to place an order with a provider on the framework.

The Buyer will ‘call off’ from the framework via a one stage process (mini competition). Sometimes a mini competition will be referred to as further competition.

**Before you start:**

1. **Identify which lot will best meet your requirements**
   
   Refer to the lot structure defined in section 3 to determine which lot and specialisms match your requirement. If you are unsure which lot is appropriate to your requirements, the category team can provide guidance via research@uksbs.co.uk

2. **Consider whether your requirement is a one off need, or whether you can combine ongoing or departmental needs**
   
   You can request providers to quote for an overall requirement, i.e. an ongoing requirement over a period of time. This can be a more efficient way to fulfil your requirements, secure continuity of provider or provide better value

3. **Review the provider matrix** for your chosen lot and specialism (where applicable)
   
   Lists of providers awarded to each lot and specialisms within lots can be found on the UK SBS website. During call off, you will need to invite all the providers identified within a lot or specialism to submit a quotation for your specific piece of work.

4. **Consider the amount of time and effort** a provider will have to spend preparing their submission and that you will need to evaluate the responses. In undertaking mini competition, it is important that your requirements, documentation and evaluation are proportionate to the value and complexity of your project.

5. **Review the role specifications**
   
   Does the defined role and responsibilities align with your expectations and needs? If not, you will need to outline the additional responsibilities, tasks or products you require in your specification. Providers will need to assess the impact on pricing as the maximum fee schedule has been agreed against defined roles and responsibilities.

6. **Ensure you keep a document trail**
   
   Keeping an auditable trail of the procurement process is vital to evidence compliance and respond to challenges that may occur around the selection of a provider.

7. **The call off process must not** be used to establish a mini framework arrangement. The end result must be a concluded contract with clearly defined deliverables.
Using the framework

This section sets out the ‘call off’ process, using mini competition, and provides guidance on putting together an effective Statement of Requirements, evaluating provider responses and placing an order.

Figure 1 sets out the process steps which are further detailed in the following paragraphs.

Step 1: Create your Statement of Requirements

Your statement of requirements should set out a full and accurate specification of what is required. It will form part of the documentation that is sent out to all potential providers at the beginning of the call off process.

The statement has three main aims:

• Communicate to potential providers what you require
• Provide clear and transparent evaluation criteria for quotations to be measured against
• Ensure that a fair and open competition is achieved

A good specification should include a clear and concise description of what is required. When creating your specification you should include:

Step 1: Create your Statement of Requirements
Step 2: Invite all providers within the Lot to respond to the Mini Competition
Step 3: Respond to clarification questions
Step 4: Evaluate provider responses
Step 5: Advise participating providers of outcome of mini competition
Step 6: Complete Award Letter and place an order

Figure 1: Call off process
A. Statement of requirements
A statement of requirements should include the objectives of the requirement (e.g. what the intention is for that piece of work) and the deliverables required by the potential provider. Consider if the objectives are measurable, and how you and the provider will know that the requirements have been fully completed and on time. Include any supporting information such as your preferred timeline, constraints and data or report formats.

B. Confirm the lot and specialisms (if applicable)
During call off the buyer should select the relevant Lot and Specialism to fulfil their requirements. State clearly in your specification the Lot number you will be using.

C. Pricing / cost model information
Maximum pricing for each of the core disciplines within each lot has been agreed by the providers on the framework. Rate cards can be obtained from the category team via research@uksbs.co.uk. The agreed rates can be used as a benchmark during your call off exercise. The prices cover a selection of roles and apply on a ‘day-rate’ basis. Prices submitted during call off should not exceed the maximum rates quoted on the rate cards. If they do, please contact the category team at research@uksbs.co.uk.

D. Evaluation criteria and score weightings
When inviting providers to respond to a mini competition, you must set out the criteria and weightings. They need to mirror the criteria set out in the framework agreement, as detailed table 1.

<table>
<thead>
<tr>
<th>Evaluation criteria</th>
<th>Criteria Weighting %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality</td>
<td>60%</td>
</tr>
<tr>
<td>Price</td>
<td>40%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 1: Evaluation Criteria and weightings
Evaluation criteria should focus on assessing the quality of each provider’s response and pricing to identify the best value provider, in relation to the requirements as detailed in your statement of requirements.
It is important to remember that providers have been evaluated against providing best value and their
capability to perform under a Lot and specialism. Assessment of financial standing, business continuity and
previous experience has taken place and you do not need to repeat this.

**Quality:** Think about the quality criteria you want to assess on, apportion this highest weighting.
Examples of quality criteria could include:

- Understanding of Requirement
- Methodology
- Staff to deliver (this can’t be used to reassess capabilities)

**Price:** Maximum rates have been agreed. Pricing evaluation at call off must align to the framework pricing
structure, but be specific to your requirements. The framework providers must not exceed the maximum
framework rates; however in undertaking a mini competition you may find quoted prices are lower than
agreed rates.

At this stage you should describe how the assessment of pricing will be conducted. For example, you may
wish to award all the price weighting to the lowest-priced provider, and subsequent bids could receive a
decreased score based on the differential in their pricing.

Each question will be judged on a score from 0 to 100, which shall be subjected to a multiplier to reflect the
percentage of the evaluation criteria allocated to that question.

Where an evaluation criterion is worth 20%, the 0-100 score achieved will be multiplied by 20.

**Example** if a Bidder scores 60 from the available 100 points this will equate to 12% by using the following
calculation: Score/Total Points available multiplied by 20 \( \frac{60}{100} \times 20 = 12 \)

Where an evaluation criterion is worth 10% then the 0-100 score achieved will be multiplied by 10.

**Example** if a Bidder scores 60 from the available 100 points this will equate to 6% by using the following
calculation: Score/Total Points available multiplied by 10 \( \frac{60}{100} \times 10 = 6 \)

The same logic can be applied to groups of questions which equate to a single evaluation criterion.

Pricing has been agreed for the roles outlined in table 2. This pricing has been based on the defined
responsibilities and quoted as a day rate. A day equates to eight working hours. Day rates should not
exceed the agreed framework prices. The rate card can be obtained from the category team via
research@uksbs.co.uk. You can request a variation on the defined roles and responsibilities; however
variations could impact on the price.

<table>
<thead>
<tr>
<th>Research Director/Account Director</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Director</td>
</tr>
<tr>
<td>Research Manager/Project Manager</td>
</tr>
<tr>
<td>Analyst/Researcher/Statistician</td>
</tr>
<tr>
<td>Research Executive/Senior</td>
</tr>
</tbody>
</table>

Table 2: Agreed framework roles
Rates provided will exclude travel, subsistence, expenses and VAT. All framework providers agreed to adhere with the UK SBS Travel and Subsistence Policy. Further information on this policy is available from the category team via research@uksbs.co.uk. Travel time cannot be claimed.

It is up to you to determine how the price assessment will be conducted, but it must be made clear to all providers in the Statement of Requirements. If you have any questions in relation to this, please contact your category team via research@uksbs.co.uk.

**Questions:** You should set out the questions that providers will be required to respond to and be evaluated against. Call off questions should be forward looking, e.g. what will you do? They shouldn’t be looking for evidence of previous experience as this has been evaluated during the procurement exercise.

**E. Process**

You should outline the process you intend to follow (e.g. who will undertake the evaluation, when this will be carried out, how the ultimate decision to award a call-off agreement will be made). This will ensure that a clear and fair process is followed, and a robust audit trail is in place. The evaluation procedure must be defined prior to the issue of the mini competition; it should include a documented record of (as applicable):

- Criteria against which you will assess responses
- Scores that you will apply to determine compliance against each criteria
- Weighting methodology
- Overall basis to determine the best value provider (based on the criteria, scores and weighting). Normally this is the response with the highest overall mark.

**F: Timescales**

The procurement timescales must allow sufficient time for providers to respond to each stage. The timing should allow a period for clarification questions (where a complex research project is briefed), where potential providers can ask questions relating to the documents.

Table 3 provides an example of how you might communicate the timescales for the call off process to providers.

<table>
<thead>
<tr>
<th>Mini competition published</th>
<th>Insert start date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clarification question and answer period</td>
<td>Insert date – insert end date</td>
</tr>
<tr>
<td>Deadline for response</td>
<td>Insert date, time</td>
</tr>
<tr>
<td>Evaluation</td>
<td>Insert date</td>
</tr>
<tr>
<td>Providers notified of outcome (successful &amp; unsuccessful)</td>
<td>Insert date</td>
</tr>
<tr>
<td>Contract awarded - completed Award Letter and place an order</td>
<td>Insert date</td>
</tr>
</tbody>
</table>

Table 3: Communicating process timescales
G. Award and any additional terms and conditions (additional t&c’s are optional)

All framework providers understand that additional clauses could be included in the terms and conditions at the point of call off. You can use additional clauses to clarify, define or redefine existing terms. Additional clauses are subject to the following:

- Additional clauses may be proposed only by UK SBS, Government department or other public body client
- Agreement to additional clauses may be sought only during the call off process
- Additional clauses must not be used to substantially alter framework terms and conditions
- Additional clauses must be communicated to all providers at the start of the call off process, within the Statement of Requirements.

You should also be aware that changes to the standard terms and conditions could result in variations in pricing and increased call off timescales. Providers will need to assess the implications of the changes and may undertake some risk analysis. You should therefore only use additional clauses that are specific to requirements, when they are essential.

Step 2: Mini Competition

At mini competition, you need to invite **all** providers, within the Lot or specialisms you have identified, to participate in the Mini Competition. Only one Lot per procurement can be used, you can not use multiple Lots.

The Statement of Requirements which will form the basis of your documentation for mini competition. Invitations to participate can be sent by email to the providers and must include the Statement of Requirements.

If you need any assistance in creating your documents, please contact the category team at research@uksbs.co.uk.

Step 3: Clarifications

You may want to include a clarification period, allowing providers to ask questions on the requirements once they have assessed the Statement of Requirements. This is particularly important if you have a complex research project.

Clarification responses must be sent to all providers, not just the provider who asked the question. Questions and responses can be collated and communicated in one document at the end of the clarification timescale. You must allow providers to assess the impact of these responses on their submission. As a guide this must be **at least 5 days**, allow more time if the volume or complexity of clarifications is high.

Steps 4 and 5: Evaluation of Mini Competition

After the closing date, you will need to evaluate each provider’s response, in accordance with the evaluation criteria, the process and your requirements, as outlined in the Statement of Requirements. Once evaluation is complete, all participating providers **must** be informed of the outcome. You should provide written feedback to all participating providers and include a full breakdown of their scoring.
Reminder:

**Secured data:** Any information that providers submit as part of the call off process must be kept in a secure, locked environment, with access strictly controlled and monitored. Responses should not be discussed outside of the evaluation team and pricing information should be treated as confidential.

**Audit trail:** You must ensure that you maintain a fully documented audit trail of the evaluation and final award decision. Evaluator comments should be objective and link back to the scoring criteria. This information may be needed to provide feedback to providers, or respond to any challenges.

If you require support with this process, please contact the category team at research@uksbs.co.uk.

**Step 6: Placing an order/contract**

You can now award a call off contract to the successful provider. You don’t need to apply the standstill period following mini-competition, but you may still need to debrief participants if requested. A debrief should be completed within 15 days of the written request.

To place an order, you need to send a call off contract to the awarded provider which they sign and send back to you. The standard framework contract sets out the call off terms and conditions and sets out the legal relationship between UK SBS /Government department or other public body client and the provider.

The provider will need to send you a signed copy of the call off contract to confirm that the project has been accepted. You must retain this signed copy of the contract for your records.

A call off contract template can be obtained from research@uksbs.co.uk or can be downloaded from the UK SBS website.
05. Contact

Contacting providers and UK SBS

When you contact UK SBS or a provider in relation to a specific piece of work, please enter the following in the subject line of your email:

RM1086: [Enter the project/piece of work's name here]

Contract management

UK SBS manage the Market Research framework agreement, should you have any concerns or queries regarding the framework or any provider on the framework, please let us know at research@uksbs.co.uk.

UK SBS Contact Details

Research category team

Email: research@uksbs.co.uk

Telephone: 01793 867005
06. Supporting documentation

The following documents can be accessed via the UK SBS website.

Annex 01: Lot 1: Provider details by specialism
Annex 02: Lot 2: Provider details by specialism
Annex 03: Lot 3: Provider details by specialism
Annex 04: Lot 4: Provider details by specialism
Annex 05: Lot 5: Provider details by specialism
Annex 06: Lot 6: Provider details by specialism
Annex 07: Lot 7: Provider details by specialism
Annex 08: Lot 8.1: Provider details by specialism
Annex 09: Lot 8.2: Provider details by specialism
Annex 10: Lot 8.3: Provider details by specialism
Annex 11: Full provider matrix
Annex 12: Framework contract: standard terms and conditions
Annex 13: Contract Notice