

REPORT TO: RECESS SUB COMMITTEE - 1 AUGUST 2011

REPORT ON: TENDERS FOR THE SUPPLY OF A CONSUMER AND SOCIAL SURVEY ON BEHALF OF DUNDEE CITY COUNCIL, THE DUNDEE PARTNERSHIP AND ANGUS COUNCIL

REPORT BY: CHIEF EXECUTIVE

REPORT NO: 344-2011

1. PURPOSE OF REPORT

To report on the tenders returned from market research companies for the conduct of a survey on behalf of the Council and the Dundee Partnership in the years 2011, 2012 and 2013.

2. RECOMMENDATIONS

It is recommended that the sub-committee agrees to accept the lowest tender from Research Resource at a cost to Dundee City Council of £55,650 over three years.

3. FINANCIAL IMPLICATIONS

The cost of the three year contract in Dundee will be £55,650. Provision for this has been made in the budget for the Dundee Partnership, which will cover most of the costs, and in the budget for the Chief Executive's department. A contribution will be made in 2011 from the budget for the Equally Well test site, to cover an extended sample in the Stobswell area.

4. BACKGROUND

4.1 For over 12 years, the Council has commissioned an annual consumer survey covering issues such as customer satisfaction, quality of life, satisfaction with local facilities, fear of crime and the overall perception of the Council as an organisation. In recent years, the survey has been combined with a wider social survey, commissioned by the Dundee Partnership, which provides valuable evidence of progress on the issues covered in Dundee's Single Outcome Agreement, including neighbourhoods, employment, education, health, community safety and financial matters, and provides a breakdown of progress in all of the community regeneration areas. This leads to separate reports to the Council, Dundee Partnership theme groups and local community planning partnerships.

4.2 When the contract for the surveys was due to be renewed, the opportunity was taken to invite tenders jointly with Angus Council, who wished to carry out the same surveys, in order to achieve cost savings through economies of scale.

4.3 The opportunity to tender for a three year contract, in response to a detailed brief for the project, was placed on the Public Contracts Scotland portal. Four market research companies returned tenders, and the costs for the Dundee elements of the work were as set out below:

Company	Year 1	Year 2	Year 3	Total
Ashbrook Research and Consultancy	£26,465	£23,820	£23,820	£74,105
AXIOM Market Research and Consultancy	£36,600	£32,940	£32,940	£102,480
BMG Research	£50,000	£45,000	£45,000	£140,000
Research Resource	£19,850	£17,900	£17,900	£55,650

(note that all the costs in year 1 are higher than in years 2 and 3 because the survey sample will be boosted in year 1 to assist with the evaluation of the Equally Well test site in Stobswell)

4.3 All of the tenders met the quality requirements of the brief, so it is proposed that the contract be awarded on the basis of the most economically advantageous (which was the lowest) tender, which was received from Research Resource.

5. **POLICY IMPLICATIONS**

This report has been screened for any policy implications in respect of Sustainability, Strategic Environmental Assessment, Anti-Poverty, Risk Management and Equality Impact. There are no issues to report on.

6 **CONSULTATION**

The Director of Finance and Depute Chief Executive (Support Services) have been consulted on this report.

7 **BACKGROUND PAPERS**

None.

David K Dorward
Chief Executive

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22/07/2011