

### Appendix 3 – Re-tendering of Annual Satisfaction Survey contract: Summary

The previously Annual Customer Satisfaction Survey at Cherwell District Council was managed through Future Thinking. The contract ended in 2014 but was extended for an additional year. The new contract tender was to provide an Annual Customer Satisfaction Survey for both Cherwell District and South Northamptonshire Councils (CDC and SNC).

The key points of the tender were that:

- The survey covers overall satisfaction, satisfaction with individual services, value for money, communications and the ability to measure performance year on year.
- It is to be sent in paper form to a random set of addresses across the two areas, as opposed to the previous method of a Customer Panel made up of representation across the Cherwell area.
- The results would be analysed and provided in the form of report, of which full ownership is of the Councils.

The procurement process was completed through Procurement with quotes despatched to companies known to the Council and the opportunity was also advertised locally. 25 companies requested details; of these 6 returned completed bids:

Supplier Name	Bid received for providing survey for both councils
BMG	£24,626.00
CRT Viewpoint	£51,600.00
Enventure	£22,210.00
Future Thinking	£35,390.00
Marketing Means	£13,240.00
TLF	£13,966.00

The methodology used to evaluate the submissions was on:

- Price 60%
- Quality 40%

Following the evaluation of the submissions the top 4 bidders were:

- |                    |              |
|--------------------|--------------|
| 1. Marketing Means | 3. BMG       |
| 2. TLF             | 4. Enventure |

The top three bidders were then invited to attend a clarification meeting, Marketing Means presented very well and were the clear winner, and they also had the experience of working with SNC in the last Northamptonshire Place Survey in 2009. The evaluation panel therefore decided to keep the ranking of the evaluation result as was, and Marketing Means were confirmed as the winning bid.

The previous annual contract value for CDC only was £30,000. The new annual contract value for CDC only was originally £6,500 per annum. Costs this year have been higher due to the larger than anticipated survey (planned to be 8 pages and was 16 pages) meaning greater production and postage costs. The revised cost for 2016 is £8,913. Despite this slight increase the **saving** for the annual cost for CDC in 2016 is **£21,087**.

Summary of change	2015	2016	Difference
Total Respondents	437	1,034	+603
Cost	£30,000	£8,913	(£21,087)
Full report	Yes	Yes	More analysis around reports
Dynamic Tool	Yes	No	Under used in 2015