

# **Market Research for HDR UK's infrastructure services**

## **Invitation to Tender**

**September 2021**

## Introduction

This invitation to tender seeks a supplier ('Supplier') to work with Health Data Research UK (HDR UK) to conduct initial market research on the sectors and audiences for our infrastructure services. This includes:

- Audience mapping of our existing and potential service users
- Conducting interviews/survey with users to test how well the infrastructure is meeting needs

## About Health Data Research UK

HDR UK is the national Institute for data science in health. Our UK team of experts develop and apply cutting-edge data science approaches to clinical, biological, genomic and other multi-dimensional health data to address the most pressing health research challenges facing the public. Our mission is to make game-changing improvements in the health of patients and populations through data science research and innovation.

For the first time we are bringing together the UK's population-wide health data assets, enabling specialists across academia, industry and healthcare to unlock knowledge and deliver new insights from molecules to humans. By undertaking research at scale, across a population of up to 67 million people, we have an unrivalled opportunity to use data to the highest ethical standards to drive breakthroughs in medical research. This unleashes the potential to improve the way we are able to prevent, detect and diagnose diseases such as cancer, heart disease and asthma.

At Health Data Research UK, we employ talented individuals who bring their own unique skills and experience to support the vision and benefit the whole team.

## HDR UK infrastructure development

The HDR UK infrastructure enables open collaborative health data science at scale, and consists of the UK Alliance, Hubs and Gateway:

1. **UK Health Data Research Alliance** – an Alliance of data suppliers committed to making an unprecedented breadth and depth of data available for research and innovation purposes. [Find out more](#)
2. **Health Data Research Hubs** – making data available, curating data, and providing expert research services. The Hubs will be centres of expertise to get from data to insight and the location to collaborate and co-create. [Find out more](#)
3. **Health Data Research Innovation Gateway** – providing discovery, accessibility, security and interoperability to surface data, support linkage, and enable health data science safely and efficiently. [Find out more](#)

The HDR UK infrastructure team, under the leadership of the Chief Executive, Chief Technology Officer, Alliance Executive Director, Hub and Improvement Executive Director, and Engagement and Insights Executive Director are responsible for delivering this infrastructure strategy, including:

- Defining the product and service roadmap for its component – the Alliance/Hubs/Gateway.
- Driving product delivery through the Alliance, Hubs and Gateway, with a team of world-class engineers, designers and scientists.
- Identifying new capabilities to meet user needs – including new hubs, new tools, new datasets (in the UK and internationally)
- Leading the development of sustainable business models for each part of the product, working with the public, patient and practitioner teams to ensure these are transparent and trustworthy.
- Capturing metrics and use-cases that inform the success of products (including benefits to patients & public)
- Understanding data user needs and undertaking research and market analysis to develop the product to suit evolving needs.

## Our Requirements

The Supplier will be able to provide the expertise and skills to conduct initial market research to enable a better understanding of who the infrastructure service users are, could be, and whether we are currently meeting their need.

- Audience mapping of our existing and potential service users
- Conducting interviews/survey with users to test how well the infrastructure is meeting needs

We anticipate that this will be one individual or a small team who will work closely with us to achieve the following deliverables by no later than **19 November 2021**

- A spreadsheet of current and potential users of our infrastructure services. This would include data on sector (e.g. NHS, academia, charity, industry type), organisation and job role
- A detailed report that tells us what job each of these users wants to be done and how well the infrastructure services are delivering this. This will be based on a survey with ~300 users and ~30 interviews
- Present the findings to the Infrastructure Team

The supplier will be provided with HDR UK's existing insights (interview notes, user feedback, data from Gateway use etc) and our early work on Target Customer Experience, which outlined personas of potential users.

## Key Relationships

The supplier will be reporting to the Executive Director, Engagement and Insights and will work closely with the Digital Marketing Manager and DIH Programme Manager.

## Dates

The supplier is expected to work remotely with HDR UK between October and November 2021. Whilst the final delivery date is 19 November we would expect interim results to be shared with HDR UK as work progresses. For example, the supplier should be able to provide details of the users prior to the final deadline.

## Tools Design & Presentation

Suppliers are expected to use tools for the market analysis that can be readily used and modified by HDR UK (for example Microsoft Office suite) and that can be easily exported into presentation materials (which are in PowerPoint and Word).

## Intellectual Property

The intellectual property rights in any outputs arising from this work will be owned by HDR UK.

## Project Management

- Kick-off meeting to clarify HDR UK requirements; and
- Weekly meetings to track progress, trouble-shoot and keep the project aligned to HDR UK requirements.

## Selection Criteria

Suppliers will be selected based on the following criteria:

- a credible approach to meeting the requirements;
- proven expertise and track record of successfully delivering against the requirements listed;
- previous experience and knowledge of data research infrastructure;
- a credible, proactive, named individual or team who will deliver the work; and,
- value for money – noting our public sector funders, we operate for the public good.

## Location

It is anticipated that the majority of the work will be delivered remotely using video conferencing facilities. Some travel or on site work may be required but would be discussed with the Supplier on an as-needed basis.

## Tender Response Format

Please provide by 5pm on 27 September 2021 by email to [procurement@hdruk.ac.uk](mailto:procurement@hdruk.ac.uk)

- A completed Appendix 1: Application Response Template covering:
  - Your proposed approach to meeting our requirements;
  - Initial thoughts on sectors and organisations to target;
  - The hypotheses you expect to be testing through the survey and interviews
  - A project plan;
  - The key delivery risks and how you will mitigate these;
- A half-page CV for each proposed team member;
- 2 reference contacts for comparable work; and,
- Total cost and day rate (clearly stating VAT) stating any appropriate discounts for public sector clients. This is a fixed cost contract.

## Contracting

HDR UK will need to move forward with contracting swiftly following selection of a supplier in order to avoid delays to the work. This engagement will be on HDR UK's standard services contract for engagements under £25,000. Suppliers may request a copy of this agreement as part of the tender process.

## Timing

| Stage of process         | Date                          | Location   |
|--------------------------|-------------------------------|--|
| Deadline for response    | 5pm Monday 27 September       | <a href="mailto:Procurement@hdruk.ac.uk">Procurement@hdruk.ac.uk</a> |
| Interview                | 30 September 2021 & 4 October | Zoom link  |
| Contract start date      | 11 October 2021               | Remote working   |
| Delivery of final report | 19 November 2021              |  |

|                   |                 |  |
|-------------------|-----------------|--|
| Contract end date | 3 December 2021 |  |
|-------------------|-----------------|--|

## Appendix 1: Application Response Template

| Lead Applicant Details                             |  |
|--|--|
| Name of Organisation:                              |  |
| Address:   |  |
| Name:  |  |
| Email Address:                                     |  |
| Secondary Contact Email (Optional):                |  |
| <b>Scoring Criteria:</b><br>REJECTED if incomplete |  |

| Your proposed approach to meeting our requirements;   |             |
|---|-------------|
|   | (200 words) |
| <b>Scoring Criteria:</b> <p>0 – Response incomplete or does not substantively address the requirement</p> <p>3 – Response poor and whilst addresses the requirement, causes major concern about the credibility of approach</p> <p>7 – Response is good, addressing the requirement and causing only minor concerns about the credibility of approach</p> <p>10 – Excellent response detailing a credible approach to meeting the requirements.</p> |             |

|   |             |
|---|-------------|
| <b>Initial thoughts on sectors and organisations to target;</b>   |             |
|   | (200 words) |
| <b>Scoring Criteria:</b><br>0 – Response incomplete or does not substantively address the requirement<br>3 – Response poor and whilst addresses the requirement, causes major concern about the credibility of approach with regard to sector and organisations to target.<br>7 – Response is good, addressing the requirement and causing only minor concerns about the credibility of approach with regard to sector and organisations to target.<br>10 – Excellent response detailing a credible approach with regard to sector and organisations to target. |             |

|  |             |
|--|-------------|
| <b>The hypotheses you expect to be testing through the survey and interviews</b>   |             |
|  | (100 words) |
| <b>Scoring Criteria:</b><br>0 – Response incomplete or does not substantively address the requirement<br>3 – Response poor and whilst addresses the requirement, causes major concern about the hypotheses being tested.<br>7 – Response is good, addressing the requirement and causing only minor concerns about the hypotheses being tested.<br>10 – Excellent response detailing credible hypotheses to fully meet the requirements. |             |

|  |  |
|--|--|
| <b>Proposed project plan – <i>please attach to this application</i></b>  |  |
| <b>Scoring Criteria:</b><br>0 – Response incomplete or does not substantively address the requirement<br>3 – Response poor and whilst addresses the requirement, causes major concern about the proposed project plan.<br>7 – Response is good, addressing the requirement and causing only minor concerns about the proposed project plan.<br>10 – Excellent response where proposed project plan fully meets requirements. |  |

**Key delivery risks and how you will mitigate these - *please attach to this application***

**Scoring Criteria:**

0 – Response incomplete or does not substantively address the requirement

3 – Response poor and whilst addresses the requirement, causes major concern about key delivery risks and how these will be mitigated

7 – Response is good, addressing the requirement and causing only minor concerns about key delivery risks and how these will be mitigated

10 – Excellent response detailing key delivery risks and how these will be mitigated, fully meeting requirements.

**Total cost and day rate (clearly stating VAT) stating any appropriate discounts for public sector clients.**

*- please attach to this application*

**Scoring Criteria:**

0 – Response incomplete or does not substantively address the requirement

3 – Response poor and whilst addresses the requirement the breakdown is vague or lacking detail and requires significant clarification.

7 – Response is good and the breakdown is reasonably detailed and transparent, or requiring little clarification, but lacks clear VFM assurance.

10 – Excellent response which provides detailed, line-item pricing, fully transparent assumptions, clearly exclusive of VAT, and describing any charitable or public sector discounts applied or alternative VFM aspects of the commercial offer.

**Tendered Price assessment.**

**Scoring Criteria:**

0 – Response incomplete or does not substantively address the requirement

0 – 30 – Score determined by comparative assessment of total tendered price against all other tendered prices:  $(\text{lowest tendered price} / \text{tendered price}) * 30$

**Half Page CVs per team member - *please attach to this application***

**Scoring Criteria:**

- 0 – Response incomplete or does not substantively address the requirement
- 3 – Response poor and whilst addresses the requirement, the CVs are either incomplete or unrelated, or causes major concern.
- 7 – Response is good, with complete and relevant CVs, causing only minor concerns.
- 10 – Excellent response with complete and relevant CVs providing full assurance.

**2 reference contacts for comparable work - *please attach to this application***

**Scoring Criteria:**

Rejected if not provided or are entirely unrelated.