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Award

## **Provision of Lot 1: Victim Insights Platform and Lot 2 Public Perception Surveying**

Police and Crime Commissioner for West Midlands

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-000607

Procurement identifier (OCID): ocds-h6vhtk-059ce2 ([view related notices](#))

Published 6 January 2026, 11:43am

### **Scope**

### **Reference**

WMP0889

### **Description**

West Midlands Police invited Tenderers for two distinct lots aimed at enhancing our understanding of our services to victims and wider public confidence in policing. The first lot focuses on procuring a Victim Insights Platform, while the second lot involves undertaking comprehensive Public Perception Surveying

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## **Lot 1. Lot 1: Victim Insights Platform**

### **Description**

To procure a robust and user-friendly platform that captures, analyses, and reports on victim experiences and feedback. This platform will be instrumental in improving our services to victims and ensuring that victims' voices are heard and acted upon.

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## **Lot 2. Lot 2: Public Perception Surveying**

### **Description**

To conduct regular and comprehensive surveys to gauge public perception of the police Authority, including trust, satisfaction, and areas of concern. This will help us align our strategies with community expectations and improve our public relations

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## **Contract 1. Lot 1: Victim Insights Platform**

### **Lots**

Lot 1. Lot 1: Victim Insights Platform

## **Supplier**

- PRICEWATERHOUSECOOPERS LLP

## **Contract value**

- £533,281 excluding VAT
- £639,935 including VAT

Above the relevant threshold

## **Award decision date**

23 December 2025

## **Date assessment summaries were sent to tenderers**

6 January 2026

## **Standstill period**

- End: 15 January 2026
- 8 working days

## **Earliest date the contract will be signed**

2 March 2026

## **Contract dates (estimated)**

- 31 March 2026 to 30 March 2028
- Possible extension to 30 March 2030
- 4 years

Description of possible extension:

Initial contract period of 2 years with the option to extend for up to 24 months with the anticipated start date of 31st March 2026

## **Main procurement category**

Services

## **CPV classifications**

- 79311000 - Survey services

## **Contract locations**

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)

- UKK - South West (England)
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## **Contract 2**

### **Lots**

Lot 2. Lot 2: Public Perception Surveying

### **Supplier**

- MEL RESEARCH LIMITED

### **Contract value**

- £488,346 excluding VAT
- £586,015 including VAT

Above the relevant threshold

### **Award decision date**

23 December 2025

### **Date assessment summaries were sent to tenderers**

6 January 2026

### **Standstill period**

- End: 15 January 2026

- 8 working days

### **Earliest date the contract will be signed**

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  - UKJ - South East (England)
  - UKK - South West (England)
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## **Information about tenders**

### **Lot 1. Lot 1: Victim Insights Platform**

- 2 tenders received
  - 2 tenders assessed in the final stage:
    - 0 submitted by small and medium-sized enterprises (SME)
    - 0 submitted by voluntary, community and social enterprises (VCSE)
  - 1 supplier awarded contracts
  - 1 supplier unsuccessful (details included for contracts over £5 million)
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### **Lot 2. Lot 2: Public Perception Surveying**

- 3 tenders received
- 2 tenders assessed in the final stage:
  - 1 submitted by small and medium-sized enterprises (SME)

- 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 1 supplier unsuccessful (details included for contracts over £5 million)

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## Procedure

### Procedure type

Open procedure

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## Suppliers

### MEL RESEARCH LIMITED

- Companies House: 03000946
- Public Procurement Organisation Number: PMTH-7256-VPZH

Somerset House, 37 Temple Street

Birmingham

B2 5DP

United Kingdom

Email: [info@melresearch.co.uk](mailto:info@melresearch.co.uk)

Website: <http://www.melresearch.co.uk>

Region: UKG31 - Birmingham

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 2

## **PRICEWATERHOUSECOOPERS LLP**

- Companies House: OC303525
- Public Procurement Organisation Number: PWXM-5926-GWLN

1 Embankment Place

London

WC2N 6RH

United Kingdom

Email: [uk\\_tender\\_tracker@pwc.com](mailto:uk_tender_tracker@pwc.com)

Website: <http://www.pwc.co.uk>

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Lot 1: Victim Insights Platform

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## **Contracting authority**

### **Police and Crime Commissioner for West Midlands**

- Public Procurement Organisation Number: PHLH-1699-TDLT

Lloyd House, Colmore Circus Queensway

Birmingham

B4 6AT

United Kingdom

Email: [procurement@westmidlands.police.uk](mailto:procurement@westmidlands.police.uk)

Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government