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Award

Research: Consumer Insights Tracker

Food Standards Agency

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

Notice identifier: 2026/S 000-004537

Procurement identifier (OCID): ocds-h6vhtk-05ce51 ([view related notices](#))

Published 19 January 2026, 5:22pm

Scope

Reference

C395573

Description

The Food Standards Agency (FSA) intends to award a contract for the delivery of the Consumer Insight Tracker. The FSA has been conducting monthly surveys with consumers (the Consumer Insights Tracker) since the start of the Covid-19 pandemic in April 2020. The surveys have evolved over time to meet emerging needs. The FSA is seeking an experienced research agency to continue delivering the FSA's Consumer Insights Tracker for the next 3 years (with annual break clauses). The supplier will be responsible for all aspects of the project, including recruitment, sampling, logistics and project management.

Contract 1. Research: Consumer Insights Tracker

Supplier

- YouGov Plc

Contract value

- £211,200 excluding VAT
- £253,440 including VAT

Above the relevant threshold

Award decision date

19 December 2025

Date assessment summaries were sent to tenderers

5 January 2026

Standstill period

- End: 28 January 2026
- 8 working days

Earliest date the contract will be signed

9 February 2026

Contract dates (estimated)

- 1 April 2026 to 31 March 2029
- 3 years

Main procurement category

Services

CPV classifications

- 73200000 - Research and development consultancy services

Information about tenders

- 5 tenders received
 - 5 tenders assessed in the final stage:
 - 4 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
 - 1 supplier awarded contracts
 - 4 suppliers unsuccessful (details included for contracts over £5 million)
-

Procedure

Procedure type

Open procedure

Supplier

YouGov Plc

- Public Procurement Organisation Number: PRLT-2433-XDMZ

50 Featherstone Street

London

EC1Y 8RT

United Kingdom

Email: kate.gosschalk@yougov.com

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Research: Consumer Insights Tracker

Contracting authority

Food Standards Agency

- Public Procurement Organisation Number: PJRM-6866-LYYX

YO1 7PR

York

YO1 7PR

United Kingdom

Email: fsa.commercial@food.gov.uk

Website: <https://www.food.gov.uk/>

Region: UKE21 - York

Organisation type: Public authority - central government