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Contract

National Survey for Wales 2025 Cognitive Testing and Materials Testing

Llywodraeth Cymru / Welsh Government

F03: Contract award notice

Notice identifier: 2025/S 000-009342

Procurement identifier (OCID): ocds-h6vhtk-04b61c

Published 14 March 2025, 9:04am

Section I: Contracting authority

I.1) Name and addresses

Llywodraeth Cymru / Welsh Government

Gwasanaethau Caffael Corfforaethol / Corporate Procurement Services, Parc Cathays / Cathays Park

Caerdydd / Cardiff

CF10 3NQ

Email

CPSProcurementAdvice@gov.wales

Telephone

+44 3000257095

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<http://gov.wales>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0007

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

National Survey for Wales 2025 Cognitive Testing and Materials Testing

Reference number

C124/2024/2025

II.1.2) Main CPV code

- 79311000 - Survey services

II.1.3) Type of contract

Services

II.1.4) Short description

Contract to review, refine and test the National Survey for Wales 2025.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £154,129

II.2) Description

II.2.2) Additional CPV code(s)

- 79311100 - Survey design services
- 79311200 - Survey conduction services
- 79311300 - Survey analysis services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

The National Survey for Wales is a key source of information for the Welsh Government and its partners.

The survey has recently been carried out by telephone, but from 2026-27 it is intended that it will take place primarily online.

It is vital that this transition is informed by cognitive testing of questions as they are moved to online mode, and testing of materials for respondents (e.g. survey letters and leaflets).

This contract will look at reviewing, refining and testing National Survey questions for online mode. Due to the number of questions to be tested, cognitive testing will be split across two phases, each consisting of a desk review stage and two rounds of cognitive testing interviews. The first phase will take place between March and May 2025, and the second phase between May and July 2025 (dates are currently provisional, with final

agreed dates to be confirmed).

Alongside the cognitive testing of survey questions, the National Survey respondent materials and the online survey landing page will also be tested, with the aim of providing evidence-based recommendations to inform and improve the process for recruiting respondents. The materials testing will consist of a desk review stage and two rounds of cognitive testing interviews, to take place between May and July 2025 (dates are currently provisional, with final agreed dates to be confirmed).

II.2.5) Award criteria

Quality criterion - Name: Please set out how you would approach and carry out the desk review of proposed survey questions for online mode, and respondent materials and online survey landing page. / Weighting: 30

Quality criterion - Name: Please set out how you would approach and carry out the cognitive testing interviews for the proposed survey questions for online mode, and respondent materials and online survey landing page / Weighting: 30

Quality criterion - Name: Please describe how you would ensure the services and outputs described in the specification are delivered to time. / Weighting: 20

Price - Weighting: 20

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-036713](#)

Section V. Award of contract

Contract No

C124/2024/2025

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

10 March 2025

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 2

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

NATIONAL CENTRE FOR SOCIAL RESEARCH

35 Northampton Square, London

London

EC1V0AX

Telephone

+44 2075499584

Fax

+44 2072501524

Country

United Kingdom

NUTS code

- UKI43 - Haringey and Islington

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £156,000

Total value of the contract/lot: £154,129

Section VI. Complementary information

VI.3) Additional information

E-TENDER INFORMATION:

<https://etenderwales.bravosolution.co.uk>

- The first person from your Organisation to use the Platform will be required to register on behalf of the Organisation.
- Registration involves accepting a User Agreement, and providing basic information about your Organisation and about the User performing the Registration.
- The User who performs the Registration becomes the Super User for the Organisation.
- On registering on the Platform the Super User will select a Username and will receive a password.
- The Password will be sent by e-mail to the email address that was specified in the User Details section of the Registration page.
- In order to log-in to the Platform please enter your Username and Password.
- Note: If you forget your Password then visit the homepage and click “Forgot your password?”
- Registration should only be performed once for each Organisation.
- If you think that someone in your Organisation may have already registered on this Platform then you must not register again.
- Please contact the person who Registered (i.e. the Super User) in order to arrange access to the Platform.
- Contact the Helpdesk immediately if you are unable to contact the Super User (for example if they have left your Organisation).
- Note: If your Organisation is already registered on the Platform then you must not make any additional registration. Please contact the Helpdesk to gain access to the Platform.
- Tenders must be uploaded to the BravoSolution portal by 2pm

HOW TO FIND THE ITT:

- Once logged in you must click on ‘ITT’s Open to all Suppliers’
- The etender references for this contract are: Project_57405 and

ITT _113426

- Click on the title to access summary details of the contract. If you are still interested in submitting a tender, click the 'Express an Interest button'. This will move the ITT from the 'Open to all Suppliers' area to the 'My ITT's' on the home page.
- You will then see the full details of the ITT in the qualification and technical envelopes along with any relevant documents in the 'Attachments' area.
- Should you have any questions on the ITT, please use the 'Messages' area to contact the buyer directly – Please do not contact the named person at the top of this notice.

NOTE: The authority is using eTenderwales to carry out this procurement process. To obtain further information record your interest on Sell2Wales at [http://www.sell2wales.gov.wales/search/search_switch.aspx?ID= 145305](http://www.sell2wales.gov.wales/search/search_switch.aspx?ID=145305)

(WA Ref:145305)

The buyer considers that this contract is suitable for consortia bidding.

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(WA Ref:149044)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom