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Contract

## **FS900296 Social Research Call Off**

Food Standards Agency

F03: Contract award notice

Notice identifier: 2023/S 000-009827

Procurement identifier (OCID): ocds-h6vhtk-03732b

Published 4 April 2023, 3:14pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Food Standards Agency

YO1 7PR

York

7PR

#### **Contact**

Food Standards Agency

#### **Email**

[fsa.commercial@food.gov.uk](mailto:fsa.commercial@food.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKI32 - Westminster

**Internet address(es)**

Main address

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

Buyer's address

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

**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

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

FS900296 Social Research Call Off

#### **II.1.2) Main CPV code**

- 73000000 - Research and development services and related consultancy services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The FSA wishes to appoint a supplier to carry out various social research and insight projects within a call-off contract arrangement. The FSA needs to engage with consumers, businesses, Local Authorities and other stakeholders to fulfil our remit of ensuring people can trust that the food they buy and eat is safe and what it says it is.

#### **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: £0.01

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

#### **II.2.4) Description of the procurement**

The FSA wishes to appoint a supplier to carry out various social research and insight projects within a call-off contract arrangement. The FSA needs to engage with consumers, businesses, Local Authorities and other stakeholders to fulfil our remit of ensuring people can trust that the food they buy and eat is safe and what it says it is. The range of services to be provided by the contractor is likely to include, but not limited to:

Qualitative research (conducted through various modes including in-person and remote methods) e.g., deliberative forums, interviews, online forums

Quantitative research (conducted through various modes including in-person and remote methods) e.g., bespoke surveys, omnibus surveys, tracking

Digital research e.g., app-based autoethnography

Rapid turnaround collection of qual and quant evidence for urgent information requests, using a shorter pre-agreed call-off process and delivering outputs within a couple of days

Communications testing and evaluation

Brand research

Literature reviews and other desk-research both in support of wider projects and as stand-alone pieces

Co-ordinating and working in partnership with academics, other research organisations or expert advisors and partners

Secondary analysis

Ad hoc services in support of FSA requirements e.g., facilitating internal workshops.

Dissemination of research findings and publications. With a particular interest on innovative ways to tell the research 'story' in an engaging manner, relevant to the audience.

## **II.2.5) Award criteria**

Price

### **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

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## **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: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2022/S 000-027979](#)

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

13 March 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 5

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

#### **V.2.3) Name and address of the contractor**

IPSOS MORI UK LIMITED

3 Thomas More Square

London

E1W 1YW

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

01640855

Internet address

<http://www.ipsos.com>

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: £0.01

Lowest offer: £0.01 / Highest offer: £0.01 taken into consideration

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Food Standards Agency

Floors 6 and 7, Clive House, 70 Petty France

London

SW1H 9EX

Country

United Kingdom

Internet address

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