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Contract

## **Office for Students: Framework for Polling and Opinion Research Services**

Office for Students

F03: Contract award notice

Notice identifier: 2025/S 000-010793

Procurement identifier (OCID): ocids-h6vhtk-04b263

Published 21 March 2025, 7:05pm

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

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

Office for Students

Westward House, Lime Kiln Close, Stoke Gifford

Bristol

BS34 8SR

#### **Email**

[procurement@officeforstudents.org.uk](mailto:procurement@officeforstudents.org.uk)

#### **Telephone**

+44 1179317317

#### **Country**

United Kingdom

#### **Region code**

UKK1 - Gloucestershire, Wiltshire and Bristol/Bath area

**Internet address(es)**

Main address

<https://www.officeforstudents.org.uk>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

General public services

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## **Section II: Object**

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

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

Office for Students: Framework for Polling and Opinion Research Services

Reference number

PRN2241

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

- 79311000 - Survey services

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

Services

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

This tender sets out the specification requirements for Contractor(s) to join a framework for delivering the Office for Students (OfS) polling and opinion research requirements. The tender is divided into 3 Lots. Lots 1&2 have been constructed by ability to reach certain populations: Lot 1- Students and Lot 2 -Education Sector and other stakeholders. Lot 3 is for evaluation projects.

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

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

Value excluding VAT: £1,500,000

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

#### **II.2.1) Title**

Framework for Polling and Opinion Research Services - Lot 1

Lot No

1 - Students

## **II.2.2) Additional CPV code(s)**

- 79311000 - Survey services

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

NUTS codes

- UKK1 - Gloucestershire, Wiltshire and Bristol/Bath area

Main site or place of performance

Gloucestershire, Wiltshire and Bristol/Bath area

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

Lot 1 - Students. The OfS is seeking to procure capacity to undertake the following activities with our stakeholders:

-Opinion polling

-Other forms of opinion research (e.g., qualitative interviews, focus groups, cognitive interviewing)

Suppliers bidding for Lot 1 must be able to demonstrate their ability to reach the following populations:

Students including: applicants, undergraduates, postgraduates and recent graduates (within the last 3 years)

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

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Price / Weighting: 30

## **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

## **II.2.14) Additional information**

To respond to this opportunity please click here: <https://www.delta-sourcing.com/respond/HV9935T4F5>

## **II.2) Description**

### **II.2.1) Title**

Framework for Polling and Opinion Research Services - Lot 2

Lot No

2 - Education sector and other stakeholders

### **II.2.2) Additional CPV code(s)**

- 79311000 - Survey services

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

NUTS codes

- UKK1 - Gloucestershire, Wiltshire and Bristol/Bath area

Main site or place of performance

Gloucestershire, Wiltshire and Bristol/Bath area

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

Lot 2 - Education Sector and other stakeholders. The OfS is seeking to procure capacity to undertake the following activities with our stakeholders:

-Opinion polling

-Other forms of opinion research (e.g., qualitative interviews, focus groups, cognitive interviewing)

Suppliers bidding for Lot 2 must be able to demonstrate their ability to reach the following populations:

oUniversity and college leaders and staff

oRepresentative bodies

oTeachers

oCareers advisors

oParents of applicants and current students

oEmployers

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

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Price / Weighting: 30

### **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

### **II.2.14) Additional information**

To apply for Lot 2 please respond via this link: <https://www.delta-esourcing.com/respond/XJJ93T66JR>

## **II.2) Description**

### **II.2.1) Title**

Framework for Polling and Opinion Research Services - Lot 3

Lot No

3 - Evaluation Services

### **II.2.2) Additional CPV code(s)**

- 79419000 - Evaluation consultancy services

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

NUTS codes

- UKK1 - Gloucestershire, Wiltshire and Bristol/Bath area

Main site or place of performance

Gloucestershire, Wiltshire and Bristol/Bath area

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

Lot 3 will be used to commission services to support the OfS's evaluation work. The OfS uses Evaluation work to understand the delivery and impact of its regulations and programmes, to be able to assess, learn from and improve the effectiveness of its work. For these types of evaluation commissions, the OfS will usually lead on the development of overarching evaluation questions, a plan and theory of change, and suppliers will co-develop the interview/survey questions. For this, suppliers need to have good understanding and experience of evaluation work to enable them to tailor their research accordingly, conduct analysis against evaluation questions, and form evaluative judgements as appropriate.

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

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Price / Weighting: 30

#### **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

#### **II.2.14) Additional information**

To apply for Lot 3 please respond via this link

:<https://www.delta-esourcing.com/respond/R387M6A5N3>

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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: Yes

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

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

Notice number: [2024/S 000-035098](#)



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## Section V. Award of contract

### Lot No

1

### Title

Students

A contract/lot is awarded: Yes

### V.2) Award of contract

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

7 February 2025

#### V.2.2) Information about tenders

Number of tenders received: 11

The contract has been awarded to a group of economic operators: Yes

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

Shift Insight Ltd

Studio 3.2, The Department Store Studios

London

SW9 9UH

Email

[jane.powell@shift-insight.co.uk](mailto:jane.powell@shift-insight.co.uk)

Country

United Kingdom

NUTS code

- UKK1 - Gloucestershire, Wiltshire and Bristol/Bath area

National registration number

04389758

The contractor is an SME

Yes

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

Savanta Group Ltd

225 W George Street

Glasgow

G2 2ND

Email

[uk.briefs@savanta.com](mailto:uk.briefs@savanta.com)

Country

United Kingdom

NUTS code

- UKK1 - Gloucestershire, Wiltshire and Bristol/Bath area

National registration number

SC281352

The contractor is an SME

No

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

IFF Research Ltd

5th Floor, The Harlequin Building, 65 Southwark Street

London

SE1 0HR

Email

[sarah.coburn-crane@iffresearch.com](mailto:sarah.coburn-crane@iffresearch.com)

Country

United Kingdom

NUTS code

- UKK1 - Gloucestershire, Wiltshire and Bristol/Bath area

National registration number

00849983

The contractor is an SME

Yes

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

YouGov PLC

50 Featherstone Street

London

EC1Y 8RT

Email

[gavin.ellison@yougov.com](mailto:gavin.ellison@yougov.com)

Country

United Kingdom

NUTS code

- UKK1 - Gloucestershire, Wiltshire and Bristol/Bath area

National registration number

03607311

The contractor is an SME

No

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

Public First Limited

Ashleigh Villa, 143 Tamworth Road, Long Eaton

Nottingham

NG10 1 BY

Email

[sally.burtonshaw@publicfirst.co.uk](mailto:sally.burtonshaw@publicfirst.co.uk)

Country

United Kingdom

NUTS code

- UKK1 - Gloucestershire, Wiltshire and Bristol/Bath area

National registration number

10149826

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £1,000,000

Total value of the contract/lot: £1,000,000

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

### **Lot No**

2

### **Title**

Education sector and other stakeholders

A contract/lot is awarded: Yes

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

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

7 February 2025

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

Number of tenders received: 11

The contract has been awarded to a group of economic operators: Yes

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

Shift Insight Ltd

Studio 3.2, The Department Store Studios

London

SW9 9UH

Email

[jane.powell@shift-insight.co.uk](mailto:jane.powell@shift-insight.co.uk)

Country

United Kingdom

NUTS code

- UKK1 - Gloucestershire, Wiltshire and Bristol/Bath area

National registration number

04389758

The contractor is an SME

Yes

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

Savanta Group Ltd

225 W George Street

Glasgow

G2 2ND

Email

[uk.briefs@savanta.com](mailto:uk.briefs@savanta.com)

Country

United Kingdom

NUTS code

- UKK1 - Gloucestershire, Wiltshire and Bristol/Bath area

National registration number

SC281352

The contractor is an SME

No

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

IFF Research Ltd

5th Floor, The Harlequin Building, 65 Southwark Street

London

SE1 0HR

Email

[sarah.coburn-crane@iffresearch.com](mailto:sarah.coburn-crane@iffresearch.com)

Country

United Kingdom

NUTS code

- UKK1 - Gloucestershire, Wiltshire and Bristol/Bath area

National registration number

00849983

The contractor is an SME

Yes

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

YouGov plc

50 Featherstone Street

London

EC1Y 8RT

Email

[robin.cracroft-rice@yougov.com](mailto:robin.cracroft-rice@yougov.com)

Country

United Kingdom

NUTS code

- UKK1 - Gloucestershire, Wiltshire and Bristol/Bath area

National registration number

03607311

The contractor is an SME

No

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

Thinks Insight & Strategy (Britain Thinks) Ltd

West Wing, Somerset House

London

WC2R 1LA

Email

[jcox@thinksinsight.com](mailto:jcox@thinksinsight.com)

Country

United Kingdom

NUTS code

- UKK1 - Gloucestershire, Wiltshire and Bristol/Bath area

National registration number

07291125

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £200,000

Total value of the contract/lot: £200,000



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## Section V. Award of contract

### Lot No

3

### Title

Evaluation Services

A contract/lot is awarded: Yes

### V.2) Award of contract

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

7 February 2025

#### V.2.2) Information about tenders

Number of tenders received: 17

The contract has been awarded to a group of economic operators: Yes

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

Alma Economics

43 Tanner Street

London

Email

[info@almaeconomics.com](mailto:info@almaeconomics.com)

Country

United Kingdom

NUTS code

- UKK1 - Gloucestershire, Wiltshire and Bristol/Bath area

National registration number

09391354

The contractor is an SME

Yes

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

Advance HE

Innovation Way, York Science Park, Heslington

York

YO10 5BR

Email

[commercialsupport@advance-he.ac.uk](mailto:commercialsupport@advance-he.ac.uk)

Country

United Kingdom

NUTS code

- UKK1 - Gloucestershire, Wiltshire and Bristol/Bath area

National registration number

04931031

The contractor is an SME

Yes

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

York Consulting LLP

Smithfield House, 92 North Street

Leeds

LS2 7PN

Email

[georgina.cowen@yorkconsulting.co.uk](mailto:georgina.cowen@yorkconsulting.co.uk)

Country

United Kingdom

NUTS code

- UKK1 - Gloucestershire, Wiltshire and Bristol/Bath area

National registration number

OC325515

The contractor is an SME

Yes

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

Technopolis Ltd

3 Pavilion Buildings

Brighton

BN1 1EE

Email

[rebecca.allinson@technopolis-group.com](mailto:rebecca.allinson@technopolis-group.com)

Country

United Kingdom

NUTS code

- UKK1 - Gloucestershire, Wiltshire and Bristol/Bath area

National registration number

02354937

The contractor is an SME

Yes

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

IFF Research Ltd

5th Floor, The Harlequin Building, 65 Southwark Street

London

SE1 0HR

Email

[sarah.coburn-crane@iffresearch.com](mailto:sarah.coburn-crane@iffresearch.com)

Country

United Kingdom

NUTS code

- UKK1 - Gloucestershire, Wiltshire and Bristol/Bath area

National registration number

00849983

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £300,000

Total value of the contract/lot: £300,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=935029644> GO

Reference: GO-2025321-PRO-29857557

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

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

Office for Students

Westward House, Lime Kiln Close, Stoke Gifford

Bristol

BS34 8SR

Telephone

+44 1179317137

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

Office for Students

Westward House, Lime Kiln Close, Stoke Gifford

Bristol

BS34 8SR

Telephone

+44 1179317317

Country

United Kingdom

**VI.4.4) Service from which information about the review procedure may be obtained**

Office for Students

Westward House, Lime Kiln Close, Stoke Gifford

Bristol

BS34 8SR

Telephone

+44 1179317317

Country

United Kingdom