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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): ocds-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

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

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](https://www.delta-esourcing.com/respond/R387M6A5N3)

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](#)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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