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Contract

UKRI - 5672 IUK Business Growth - GetFeedback Survey Tool

UK Research & Innovation (UKRI)

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-011025

Procurement identifier (OCID): ocds-h6vhtk-064a44

Published 6 February 2026, 2:48pm

Scope

Reference

UKRI - 5672

Description

The contract is for the renewal of the SurveyMonkey GetFeedback survey platform to support Innovate UK Business Growth Impact Management and stakeholder feedback activity. GetFeedback is used to design, distribute and manage surveys, with responses captured directly into the Business Growth Salesforce CRM through a native integration. This enables automated survey triggering, CRM-based targeting, secure data storage, and structured reporting to support ongoing impact management and programme reporting across Business Growth.

The renewal is required to maintain continuity of service, as Business Growth operations are dependent on the native Salesforce integration to support automated workflows, data integrity, and longitudinal impact reporting. GetFeedback is currently the only approved solution that meets these requirements without bespoke development or manual

workarounds. The existing service expires on 17 March, and there is insufficient time to safely transition to an alternative solution without disrupting live services.

This Single Source Direct Award ensures continued operational delivery while allowing time for a structured review of longer-term options, including potential future alignment with a UKRI-wide solution where functional parity can be achieved.

Contract 1. UKRI - 5672 IUK Business Growth - GetFeedback Survey Tool

Supplier

- SURVEYMONKEY UK LTD

Contract value

- £49,800 excluding VAT
- £59,760 including VAT

Below the relevant threshold

Date signed

5 February 2026

Contract dates

- 18 March 2026 to 16 September 2027
- 1 year, 5 months, 30 days

Main procurement category

Services

CPV classifications

- 79311000 - Survey services
- 72316000 - Data analysis services

Procedure

Procedure type

Below threshold - without competition

Supplier

SURVEYMONKEY UK LTD

1 More London Place, England,

London

SE1 2AF

United Kingdom

Email: skenny@surveymonkey.com

Region: UKI44 - Lewisham and Southwark

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. UKRI - 5672 IUK Business Growth - GetFeedback Survey Tool

Contracting authority

UK Research & Innovation (UKRI)

- Public Procurement Organisation Number: PDQJ-7126-JDHG

Polaris House

Swindon, Wiltshire

SN2 1FL

United Kingdom

Contact name: Corporate Procurement Team

Email: corporateprocurement@ukri.org

Website: <https://www.ukri.org/>

Region: UKK14 - Swindon

Organisation type: Public authority - central government