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Contract

Brand & Perceptions Measuring

University of Exeter

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

Notice identifier: 2026/S 000-011885

Procurement identifier (OCID): ocids-h6vhtk-064c90

Published 10 February 2026, 1:30pm

Scope

Description

Brand & Perceptions Measuring - Ongoing tracking - Levels of awareness and key touch points

Contract 1

Supplier

- [Populus Ltd](#)

Contract value

- £45,540 including VAT

Below the relevant threshold

Date signed

25 July 2025

Contract dates

- 1 August 2025 to 31 July 2026
- 1 year

Main procurement category

Services

CPV classifications

- 80000000 - Education and training services

Procedure

Procedure type

Below threshold - without competition

Supplier

Populus Ltd

Northburgh House 10 Northburgh Street

London

EC1V 0AT

United Kingdom

Email: accounts@populus.co.uk

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

University of Exeter

- Public Procurement Organisation Number: PZYG-2396-XCRZ

Northcote House

Exeter

EX4 4QH

United Kingdom

Email: procurement-operations@exeter.ac.uk

Website: <https://www.exeter.ac.uk>

Region: UKK43 - Devon CC

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)