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Contract

## Subscription to The Insights Family Surveys

Ofcom

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

Notice identifier: 2025/S 000-011965

Procurement identifier (OCID): ocds-h6vhtk-04fa89

Published 31 March 2025, 11:57am

## Scope

## Description

This contract is for two surveys which contain data relevant to the markets that Ofcom regulates. The dataset will be valuable for several projects, including Media Literacy and others within the Children's Programme of Research.

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## Contract 1

## Supplier

- [The Insights Family](#)

## **Contract value**

- £83,736 including VAT

Below the relevant threshold

## **Date signed**

5 March 2025

## **Contract dates**

- 1 April 2025 to 31 March 2027
- 2 years

## **Main procurement category**

Services

## **CPV classifications**

- 79980000 - Subscription services

## **Contract locations**

- UK - United Kingdom

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## **Procedure**

## Procedure type

Below threshold - without competition

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## Supplier

### The Insights Family

1 Balloon Street

Manchester

M4 4BE

United Kingdom

Email: [hello@theinsightsfamily.com](mailto:hello@theinsightsfamily.com)

Region: UKD33 - Manchester

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

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## Contracting authority

**Ofcom**

- Public Procurement Organisation Number: PQQZ-1663-NWMN

Riverside House, 2a Southwark Bridge Road

London

SE1 9HA

United Kingdom

Email: [procurementnotice@ofcom.org.uk](mailto:procurementnotice@ofcom.org.uk)

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - sub-central government