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Contract

OHID - Profiles Planning Tool

Department of Health & Social Care

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

Notice identifier: 2026/S 000-012052

Procurement identifier (OCID): ocds-h6vhtk-064d00

Published 10 February 2026, 3:55pm

Scope

Reference

C422851

Description

Subscription to a planning tool which will enable DHSC to build UK audience profiles and inform campaign and media targeting strategies, which will contribute to better public health outcomes.

Contract 1. OHID - Profiles Planning Tool

Supplier

- YouGov Plc

Contract value

- £22,760 excluding VAT
- £27,312 including VAT

Below the relevant threshold

Date signed

10 February 2026

Contract dates

- 1 March 2026 to 31 August 2026
- 6 months

Main procurement category

Services

CPV classifications

- 79310000 - Market research services

Procedure

Procedure type

Below threshold - without competition

Supplier

YouGov Plc

50 Featherstone Street

London

EC1Y 8RT

United Kingdom

Email: info@yougov.com

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. OHID - Profiles Planning Tool

Contracting authority

Department of Health & Social Care

- Public Procurement Organisation Number: PMQG-9965-CHZR

39 Victoria Street

London

SW1H 0EU

United Kingdom

Email: ccsinbox@dhsc.gov.uk

Website:

<https://www.gov.uk/government/organisations/department-of-health-and-social-care>

Region: UKI32 - Westminster

Organisation type: Public authority - central government