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Contract

## Full Story renewal

GENOMICS ENGLAND LIMITED

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

Notice identifier: 2026/S 000-013354

Procurement identifier (OCID): ocds-h6vhtk-0653c2

Published 13 February 2026, 11:58am

## Scope

## Reference

GEL-EOP-25240

## Description

SaaS software for user analytics allowing tracking of usage of external user-facing products with a UI created by Genomics England squads

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## Contract 1. Full Story renewal

## **Supplier**

- FullStory International UK Limited

## **Contract value**

- £55,660.38 excluding VAT
- £66,792.46 including VAT

Below the relevant threshold

## **Date signed**

10 February 2026

## **Contract dates**

- 10 February 2026 to 20 December 2026
- 10 months, 11 days

## **Main procurement category**

Goods

## **CPV classifications**

- 48000000 - Software package and information systems

## **Contract locations**

- UKC - North East (England)

- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

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## **Procedure**

### **Procedure type**

Below threshold - without competition

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## **Supplier**

### **FullStory International UK Limited**

Davidson House, Forbury Square

Reading

RG1 3EU

United Kingdom

Email: [matthewsyrett@fullstory.com](mailto:matthewsyrett@fullstory.com)

Region: UKJ11 - Berkshire

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Full Story renewal

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## Contracting authority

### **GENOMICS ENGLAND LIMITED**

- Companies House: 08493132
- Public Procurement Organisation Number: PBTW-5897-QJGY

Level 21 One Canada Square

London

E14 5AB

United Kingdom

Email: [procurement@genomicsengland.co.uk](mailto:procurement@genomicsengland.co.uk)

Region: UKI42 - Tower Hamlets

Organisation type: Public authority - central government