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Contract

Public Sentiment Analysis Study

THE OPEN UNIVERSITY

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

Notice identifier: 2025/S 000-014526

Procurement identifier (OCID): ocds-h6vhtk-05013c

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Scope

Reference

OUPA11483

Description

Public Sentiment Analysis Study on public awareness of recently aired popular BBC/OU programmes.

Contract 1

Supplier

- [Strand Partners Limited](#)

Contract value

- £35,000 including VAT

Below the relevant threshold

Date signed

7 April 2025

Contract dates

- 8 April 2025 to 30 April 2025
- 23 days

Main procurement category

Services

CPV classifications

- 73110000 - Research services

Contract locations

- UKI - London

Procedure

Procedure type

Below threshold - limited competition

Supplier

Strand Partners Limited

5 Technology Park, Colindeep Lane

London

NW9 6BX

United Kingdom

Email: contact@strandpartners.com

Region: UKI71 - Barnet

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

THE OPEN UNIVERSITY

- Charity Commission (England and Wales): RC000391
- Public Procurement Organisation Number: PYNW-6296-ZJQQ

Walton Hall

Milton Keynes

MK7 6AA

United Kingdom

Email: finance-tenders@open.ac.uk

Region: UKJ12 - Milton Keynes

Organisation type: Public authority - sub-central government