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Contract

## **Ofcom Market Research Framework 2024 - 2028**

OFCOM

F03: Contract award notice

Notice identifier: 2024/S 000-018610

Procurement identifier (OCID): ocds-h6vhtk-03d630

Published 17 June 2024, 1:44pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

OFCOM

Riverside House, 2a Southwark Bridge Road

London

SE1 9HA

#### **Contact**

Hayley Watson, Senior Procurement Manager

#### **Email**

[hayley.watson@ofcom.org.uk](mailto:hayley.watson@ofcom.org.uk)

#### **Telephone**

+44 79813000

**Country**

United Kingdom

**Region code**

UKI - London

**Internet address(es)**

Main address

<https://ofcom.bravosolution.co.uk>

Buyer's address

<https://ofcom.bravosolution.co.uk>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Other activity

UK Independent Communications Regulator

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## Section II: Object

### II.1) Scope of the procurement

#### II.1.1) Title

Ofcom Market Research Framework 2024 - 2028

Reference number

C20231581

#### II.1.2) Main CPV code

- 79310000 - Market research services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

Ofcom is tendering for a Market Research Framework. Ofcom's Market Research team commissions primary research projects and services, working with a range of teams across the organisation, including Economics and Analytics, Networks and Communications, Broadcasting and Media Policy, Spectrum, Strategy & Policy and Online Safety. We require suppliers that can deliver high quality market research projects, with findings suitable for publication, following industry best practice. Examples of our work can be located on the Market Research section of the Ofcom website: <https://www.ofcom.org.uk/research-and-data>

There will be six Market Research Lots in the new framework for the provision of standard market research services, each of which relate to a broad area of standard research expertise; Quantitative (Adults), Qualitative (Adults), Qualitative (Adults minority groups), Children's Research (Qualitative and Quantitative), Online omnibus/ panel and Behavioural Insight. If Ofcom has a specialist or niche market research service requirement, we may choose to commission that through the framework, or we may choose to commission it via an open Invitation to Tender Process, by inviting specialist suppliers to bid.

At this stage of the process, Applicants are invited to express an interest in providing standard market research services to Ofcom in one or more of these lots. Applicants that pass this initial assessment will be invited to take part in the second stage of the tender. If successful in the second stage of the tender, they will be added as suppliers to the

framework agreement for a particular Lot(s).

### **II.1.6) Information about lots**

This contract is divided into lots: Yes

### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £20,000,000

## **II.2) Description**

### **II.2.1) Title**

Lot No

Lot 1 – Quantitative Research (Adults)

### **II.2.2) Additional CPV code(s)**

- 79310000 - Market research services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

Suppliers will have expertise in standard quantitative research techniques, including face to face, online and telephone interviews. Robust data quality assurance processes are essential. Tenderers should also have expertise on research with UK citizens, consumers & audiences and with advanced statistical techniques, such as segmentations and key driver analysis. Projects will typically relate to broadcasting, telecoms, online behaviour, and postal services. Projects will include UK residential respondents and, occasionally, business surveys. Tenderers must be able to comply with the Market Research Society's Code of Conduct.

Tenderers awarded a place on this Lot 1 will be invited by Ofcom as and when the need arises, to bid for specific service requirements via a "mini competition". Please note that being added to the framework does not guarantee any business, nor will it necessarily provide the opportunity to bid for quantitative research projects that Ofcom considers to be non-standard or specialist in nature.

## **II.2.5) Award criteria**

Price

## **II.2.11) Information about options**

Options: Yes

Description of options

The contract will include options to extend the contract period for up to two additional periods of 12 months each, up to a maximum contract period of four years.

## **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Lot No

Lot 2– Qualitative Research (Adults)

### **II.2.2) Additional CPV code(s)**

- 79310000 - Market research services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

Suppliers will have expertise in a range of standard qualitative research techniques amongst UK citizens, consumers and audiences. For example, focus groups, depth interviews, deliberative techniques and ethnography. Projects will typically relate to broadcasting, telecoms, online behaviour, and postal services. Projects will include UK residential respondents and, occasionally, business surveys. Audio visual recording will often be

required. Tenderers must be able to comply with the Market Research Society's Code of Conduct.

Tenderers awarded a place on this Lot 2 will be invited by Ofcom as and when the need arises, to bid for specific service requirements via a "mini competition". Please note that being added to the framework does not guarantee any business, nor will it necessarily provide successful tenderers exclusive appointment for qualitative research projects that Ofcom considers to be non-standard or specialist in nature.

## **II.2.5) Award criteria**

Price

## **II.2.11) Information about options**

Options: Yes

Description of options

The contract will include options to extend the contract period for up to two additional periods of 12 months each, up to a maximum contract period of four years.

## **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Lot No

Lot 3 – Qualitative Research (Adults minority groups)

### **II.2.2) Additional CPV code(s)**

- 79310000 - Market research services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

## **II.2.4) Description of the procurement**

Suppliers will have expertise in a range of qualitative research techniques amongst a minority or hard-to-reach group (or groups) of adults in the UK population. This Lot will include suppliers who have specialist expertise in conducting research among a particular group (e.g. disabled people, ethnic minority groups) and may also include suppliers who have the capacity and expertise to conduct research among a range of different minority groups. Ability to adapt methods to recruit and research inclusively with target populations will be key.

Projects on this Lot will typically relate to broadcasting, but may include other sectors. Audio visual recording will often be required. Tenderers must be able to comply with the Market Research Society's Code of Conduct.

Tenderers awarded a place on this Lot 3 will be invited by Ofcom as and when the need arises, to bid for specific service requirements via a "mini competition". Please note that being added to the framework does not guarantee any business, nor will it necessarily provide successful tenderers exclusive appointment for qualitative research projects that Ofcom considers to be non-standard or specialist in nature.

## **II.2.5) Award criteria**

Price

## **II.2.11) Information about options**

Options: Yes

Description of options

The contract will include options to extend the contract period for up to two additional periods of 12 months each, up to a maximum contract period of four years.

## **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Lot No

## Lot 4 – Children’s Research (Qualitative and Quantitative)

### **II.2.2) Additional CPV code(s)**

- 79310000 - Market research services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

Suppliers will need to have the highest ethical and safeguarding standards, and experience of research with vulnerable children and sensitive topics. Our focus here is on online safety in relation to UK children. In 2023 we expect that the Online Safety Bill will be passed which will make Ofcom the regulator responsible for online safety in the UK. It is crucial that we secure an in-depth understanding of user experience, attitudes and behaviours. This means an increased need for us to conduct research with children, focused on online safety issues (which are often sensitive and difficult-to-research topics). The safety of participants and researchers is of utmost importance and successful suppliers will need to provide us with full details of ethics and safeguarding approaches. We are seeking research partners with experience and understanding in this area to deliver high-quality ethical research to inform public debate. It is possible that some of our research needs may require specialist expertise (e.g. trauma informed clinicians) and we are open to suppliers partnering with other specialists to meet project needs. Tenderers must be able to undertake qualitative and/or quantitative research that complies with the Market Research Society's Code of Conduct.

Tenderers awarded a place on this Lot 4 will be invited by Ofcom as and when the need arises, to bid for specific service requirements via a "mini competition". Please note that being added to the framework does not guarantee any business, nor will it necessarily provide successful tenderers exclusive appointment for children's research projects that Ofcom considers to be non-standard or specialist in nature

### **II.2.5) Award criteria**

Price

### **II.2.11) Information about options**

Options: Yes



## Description of options

The contract will include options to extend the contract period for up to two additional periods of 12 months each, up to a maximum contract period of four years.

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Lot No

Lot 5 – UK online omnibus/ panel surveys

### **II.2.2) Additional CPV code(s)**

- 79310000 - Market research services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

Suppliers will need to be able to deliver statistically robust online surveys amongst the UK population. Typical requirements will be for UK-representative samples, or for surveys amongst minority groups in the UK population (for example, customers of a particular supplier, or vulnerable groups).

Our requirements from suppliers will typically be for a 'full-service' provision, to include advice, questionnaire design and analysis and reporting. Bids to join the framework will be assessed on this basis, although the winning bidder(s) will also be required to provide 'field and tab' services from time to time, where Ofcom would provide the agency with a questionnaire and the output requirement will be data tables and files only.

Often, the projects commissioned on this lot will be designed to efficiently collect consumer data to deliver to relatively tight project deadlines. Tenderers must comply with the Market Research Society's Code of Conduct.

Under Lot 5 the default position will be that Ofcom will call off specific service requirements on a ranking basis. The Tenderer ranked first under this Lot will be offered the work first, should they decline or not be in a position to complete the work the second placed supplier will be offered the work and so on.

## **II.2.5) Award criteria**

Price

## **II.2.11) Information about options**

Options: Yes

Description of options

The contract will include options to extend the contract period for up to two additional periods of 12 months each, up to a maximum contract period of four years.

## **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Lot No

Lot 6 – Behavioural Insight

### **II.2.2) Additional CPV code(s)**

- 79310000 - Market research services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

Suppliers will have good understanding and experience of projects that involve behavioural science.

Our in-house behavioural insight team will require support for projects that apply behavioural science techniques to policy design, particularly with regards to online behaviour.

We anticipate that suppliers on this Lot will be invited to submit proposals for projects including the provision of randomised control trials, literature reviews, user research (incl. user testing) and behavioural analysis among adults (and occasionally children).

Tenderers awarded a place on this Lot 6 will be invited by Ofcom as and when the need arises, to bid for specific service requirements via a "mini competition". Please note that being added to the framework does not guarantee any business, nor will it necessarily provide successful tenderers exclusive appointment for behavioural research projects that Ofcom considers to be non-standard or specialist in nature.

## **II.2.5) Award criteria**

Price

## **II.2.11) Information about options**

Options: Yes

Description of options

The contract will include options to extend the contract period for up to two additional periods of 12 months each, up to a maximum contract period of four years.

## **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2023/S 000-016890](#)

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## **Section V. Award of contract**

### **Lot No**

1

### **Title**

Quantitative (Adults)

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

14 February 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 42

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

Accent

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

Z7108225

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

BMG Research Limited

Helsby

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

02841970

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Continental Research (BVA BDRC)

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

02578457

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Critical Research Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

6566825

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Ipsos UK

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

00948470

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Jigsaw Research Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

07642707

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

MTM London Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

05025878



The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Savanta Group Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

281352

The contractor is an SME

No

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £20,000,000

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## **Section V. Award of contract**

### **Lot No**

2

### **Title**

Qualitative (Adults)

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

14 February 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 51

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

2CV Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

3195457

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Blue Marble Research

Croscombe

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

5639871

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

BMG Research Limited

Helsby

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

02841970

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Ipsos UK

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

00948470

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Jigsaw Research Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

07642707

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Magenta Research Ltd.

Surbiton

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

09982818

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

MTM London Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

05025878

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

PA Consulting Services Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

00414220

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

PricewaterhouseCoopers LLP

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

OC303525

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

ESRO Ltd (Trading as Revealing Reality)

Clapham

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Kantar Public Limited trading as Verian

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

13663077

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

Verve Partners Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

06663787

The contractor is an SME

Yes

### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £20,000,000



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## **Section V. Award of contract**

### **Lot No**

3

### **Title**

Qualitative (Adult Minority Groups)

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

14 February 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 31

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

2CV Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

3195457

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Blue Marble Research

Croscombe

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

5639871

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Continental Research (BVA BDRC)

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

02578457

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Explain Market Research Limited

Newcastle upon Tyne

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

02880683

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Humankind Research

Hove

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

10690925

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

ICE Creates Ltd

Wirral

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

732833240

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

IFF Research Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

00849983

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Ipsos UK

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

00948470

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Jigsaw Research Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

07642707

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Magenta Research Ltd.

Surbiton

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

09982818

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

MEL Research Ltd

Birmingham

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03000946

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

The National Centre for Social Research

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

4392418

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Opinium Research LLP

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

OC331181

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

PA Consulting Services Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

00414220

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

PricewaterhouseCoopers LLP

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

OC303525



The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Savanta Group Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

281352

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Kantar Public Limited trading as Verian

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

13663077

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Yonder Consulting Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

4153928

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £20,000,000

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## Section V. Award of contract

### Lot No

4

### Title

Children's (Qualitative and Quantitative)

A contract/lot is awarded: Yes

### V.2) Award of contract

#### V.2.1) Date of conclusion of the contract

14 February 2024

#### V.2.2) Information about tenders

Number of tenders received: 16

The contract has been awarded to a group of economic operators: Yes

#### V.2.3) Name and address of the contractor

Beano Studios Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

10054526

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

The Behavioural Insights Team

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

08567792

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

BMG Research Limited

Helsby

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

02841970

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Discovery Research Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03068609

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

DJS Research Ltd

Stockport

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

5494158

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Firefish Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03854900

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

IFF Research Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

00849983

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Ipsos UK

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

00948470

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Magenta Research Ltd.

Surbiton

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

09982818

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

MEL Research Ltd

Birmingham

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03000946

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Opinium Research LLP

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

OC331181



The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

ESRO Ltd (Trading as Revealing Reality)

Clapham

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £20,000,000

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## **Section V. Award of contract**

### **Lot No**

5

### **Title**

Online Omnibus/Panel

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

14 February 2024

### **V.2.2) Information about tenders**

Number of tenders received: 14

The contract has been awarded to a group of economic operators: Yes

### **V.2.3) Name and address of the contractor**

Yonder Consulting Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

4153928

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

Savanta Group Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

281352

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

Ipsos UK

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

00948470

The contractor is an SME

No

### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £20,000,000

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## **Section V. Award of contract**

### **Lot No**

6

### **Title**

Behavioural Insight

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

14 February 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 18

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

The Behavioural Insights Team

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

08567792

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Cowry Consulting LTD

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

9819435

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Ipsos UK

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

00948470

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Irrational Agency Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

10034145

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

London Economics Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04083204

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Kantar Public Limited trading as Verian

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

13663077

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Trinity McQueen Ltd

Leeds

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

08389485

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Verve Partners Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

06663787

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £20,000,000



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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Court of Appeal of England and Wales

London

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

Court of Appeal of England and Wales

London

Country

United Kingdom