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Contract

National Survey for Wales, 2026-27 to 2031/2033

Llywodraeth Cymru / Welsh Government

F03: Contract award notice

Notice identifier: 2025/S 000-019045

Procurement identifier (OCID): ocds-h6vhtk-04b446

Published 6 May 2025, 12:01pm

Section I: Contracting authority

I.1) Name and addresses

Llywodraeth Cymru / Welsh Government

Parc Cathays / Cathays Park

Caerdydd / Cardiff

CF10 3NQ

Contact

Chris McGowan

Email

chris.mcgowan@gov.wales

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<https://www.sell2wales.gov.wales/>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0007

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

National Survey for Wales, 2026-27 to 2031/2033

Reference number

C119/2024/2025

II.1.2) Main CPV code

- 73000000 - Research and development services and related consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

Under the contract, the Contractor will conduct fieldwork for the National Survey from March 2026 until March 2031 (with the option to extend fieldwork to March 2032 or March 2033), and to supply the resulting annual data files to the Client along with technical documentation. The proposed survey will cover a wide range of topics, gathering data from a random sample of adults across Wales, and will be online-first (with an alternative mode available).

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £12,487,477

II.2) Description**II.2.2) Additional CPV code(s)**

- 73100000 - Research and experimental development services
- 73110000 - Research services
- 73300000 - Design and execution of research and development
- 79310000 - Market research services
- 79311210 - Telephone survey services
- 79311000 - Survey services
- 79315000 - Social research services
- 79342310 - Customer survey services
- 79342311 - Customer satisfaction survey

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

The Welsh Government intends to procure a new contract to deliver the National Survey

for Wales, using an online-first approach for survey responses. The requirement is to carry out a cross-sectional continuous annual survey, lasting 30 minutes on average, of a random sample of people in Wales living in private households.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 80

Price - Weighting: 20

II.2.11) Information about options

Options: Yes

Description of options

As part of the tender there were additional optional extras requested and included.

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.2.14) Additional information

As there are additional options permissible within the tender the total value of the contract could be higher than the stipulated award price but the ceiling value over the maximum duration of the contract will be up to 21,450,000 GBP.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open 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: [2024/S 000-040496](#)

Section V. Award of contract

Contract No

C119/2024/2025

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

24 April 2025

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

NATIONAL CENTRE FOR SOCIAL RESEARCH

35 Northampton Square, London

London

EC1V0AX

Country

United Kingdom

NUTS code

- UKI43 - Haringey and Islington

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £21,450,000

Total value of the contract/lot: £12,487,477

Section VI. Complementary information

VI.3) Additional information

As there are additional options permissible within the tender the total value of the contract could be higher than the stipulated award price but the ceiling value over the maximum duration of the contract will be up to 21,450,000 GBP.

(WA Ref:150572)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom