

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/019045-2025>

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](mailto: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](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