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Contract

## **Consumer Insights Tracker**

Food Standards Agency

F03: Contract award notice

Notice identifier: 2023/S 000-019172

Procurement identifier (OCID): ocds-h6vhtk-03b589

Published 5 July 2023, 3:12pm

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

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

Food Standards Agency

YO1 7PR

York

7PR

#### **Email**

[fsa.commercial@food.gov.uk](mailto:fsa.commercial@food.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKI32 - Westminster

#### **Internet address(es)**

Main address

<https://www.food.gov.uk/>

Buyer's address

<https://www.food.gov.uk/>

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

Ministry or any other national or federal authority

#### **I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Consumer Insights Tracker

Reference number

C167699

#### **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**

The aim of this research is to understand consumer's behaviour and perceptions on a range of topical issues (currently the Consumer Insights Tracker is focussed on collecting data on food availability, food insecurity, concerns in relation to the food industry, consumer trust/confidence in the food supply chain and in the FSA as a regulator). These insights should be collected on a monthly basis, supplementing other sources of information (namely the FSA's Food and You 2 survey) and providing timeseries and demographic insights to key stakeholders. These insights should be representative of the adult population in England, Wales and Northern Ireland.

#### **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: £179,480

### **II.2) Description**

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

- 73000000 - Research and development services and related consultancy services

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

NUTS codes

- UK - United Kingdom

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

The aim of this research is to understand consumer's behaviour and perceptions on a range of topical issues (currently the Consumer Insights Tracker is focussed on collecting data on food availability, food insecurity, concerns in relation to the food industry, consumer trust/confidence in the food supply chain and in the FSA as a regulator). These insights should be collected on a monthly basis, supplementing other sources of information (namely the FSA's Food and You 2 survey) and providing timeseries and demographic insights to key stakeholders. These insights should be representative of the adult population in England, Wales and Northern Ireland.

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

Price

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

Options: No

### **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**

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: [2023/S 000-008522](#)

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

A contract/lot is awarded: Yes

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

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

23 June 2023

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

Number of tenders received: 2

Number of tenders received by electronic means: 2

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

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

YOUGOV PLC

50 Featherstone Street, London,

London

EC1Y 8RT

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03607311

Internet address

<http://yougov.co.uk>

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: £179,000

Total value of the contract/lot: £179,480

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## **Section VI. Complementary information**

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

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

Food Standards Agency

YO1 7PR

York

7PR

Country

United Kingdom

Internet address

<https://www.food.gov.uk/>