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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

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

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

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](#)

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

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/>