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Contract

## **AGO Rule of Law Public Polling**

Crown Prosecution Service  
Attorney General Office

F03: Contract award notice

Notice identifier: 2025/S 000-031925

Procurement identifier (OCID): ocds-h6vhtk-0547ae

Published 12 June 2025, 1:54pm

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

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

Crown Prosecution Service

102 Petty France

London

SW1H 9EA

#### **Contact**

Crown Prosecution Service Commercial Team

#### **Email**

[commercialinbox@cps.gov.uk](mailto:commercialinbox@cps.gov.uk)

#### **Telephone**

+44 2077176000

#### **Country**

United Kingdom

**Region code**

UKI32 - Westminster

**Internet address(es)**

Main address

<http://www.cps.gov.uk>

**I.1) Name and addresses**

Attorney General Office

102 Petty France

London

SW1H 9EA

**Contact**

Crown Prosecution Service Commercial Team

**Email**

[commercialinbox@cps.gov.uk](mailto:commercialinbox@cps.gov.uk)

**Country**

United Kingdom

**Region code**

UKI32 - Westminster

**Internet address(es)**

Main address

<http://www.cps.gov.uk>

## **I.2) Information about joint procurement**

The contract involves joint procurement

In the case of joint procurement involving different countries, state applicable national procurement law

PCR15

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

Ministry or any other national or federal authority

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

Public order and safety

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## **Section II: Object**

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

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

AGO Rule of Law Public Polling

Reference number

PR 2025 037

#### **II.1.2) Main CPV code**

- 73110000 - Research services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The Attorney General's Office (AGO) was looking for a supplier to conduct primary research (polling and/or focus groups), as well as expert analysis of the data gathered, to understand public attitudes towards the rule of law (including different concepts that inform it) and how to communicate its intrinsic value and practical benefits, given its importance as a fundamental democratic value and the polarised debate that surrounds it.

#### **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: £250,000

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

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

NUTS codes

- UKI32 - Westminster

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

The Attorney General's Office (AGO) was looking for a supplier to conduct primary research (polling and/or focus groups), as well as expert analysis of the data gathered, to understand public attitudes towards the rule of law (including different concepts that inform it) and how to communicate its intrinsic value and practical benefits, given its importance as a fundamental democratic value and the polarised debate that surrounds it.

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

Quality criterion - Name: Understanding the priorities / Weighting: 10

Quality criterion - Name: Past Experience / Weighting: 30

Quality criterion - Name: Implementation Plan / Weighting: 25

Quality criterion - Name: Social Value / Weighting: 5

Price - Weighting: 30

#### **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**

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

Approached CCS DPS as suitable for requirement.

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

The procurement is covered by the Government Procurement Agreement: Yes

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

### **Contract No**

PR 2025 037

### **Title**

AGO Rule of Law Public Polling

A contract/lot is awarded: Yes

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

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

14 April 2025

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

Number of tenders received: 6

Number of tenders received by electronic means: 6

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

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

More in Common

320 Angel, 320 City Road

London

EC1V 2NZ

Email

[media@moreincommon.com](mailto:media@moreincommon.com)

Country

United Kingdom

NUTS code

- UKI - London

National registration number

10900540

Internet address

[www.moreincommon.com](http://www.moreincommon.com)

The contractor is an SME

No

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

Total value of the contract/lot: £250,000

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## **Section VI. Complementary information**

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

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

CPS Commercial Team

102 Petty France

London

SW1H 9EA

Email

[commercialinbox@cps.gov.uk](mailto:commercialinbox@cps.gov.uk)

Country

United Kingdom

Internet address

[www.cps.gov.uk](http://www.cps.gov.uk)

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

CPS Commercial Team

102 Petty France

London

SW1H 9EA

Email

[commercialinbox@cps.gov.uk](mailto:commercialinbox@cps.gov.uk)

Country

United Kingdom

Internet address



[www.cps.gov.uk](http://www.cps.gov.uk)

**VI.4.4) Service from which information about the review procedure may be obtained**

CPS Commercial Team

102 Petty France

London

SW1H 9EA

Email

[commercialinbox@cps.gov.uk](mailto:commercialinbox@cps.gov.uk)

Country

United Kingdom