

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/031925-2025>

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

Telephone

+44 2077176000

Country

United Kingdom

Region code

UKI32 - Westminster

Internet address(es)

Main address

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

Country

United Kingdom

Region code

UKI32 - Westminster

Internet address(es)

Main address

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

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

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

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

Country

United Kingdom

NUTS code

- UKI - London

National registration number

10900540

Internet address

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

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

Country

United Kingdom

Internet address

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

Country

United Kingdom

Internet address

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

Country

United Kingdom