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Contract

## **AI Business Adoption Survey**

DESNZ & DSIT Group Commercial

F03: Contract award notice

Notice identifier: 2024/S 000-039995

Procurement identifier (OCID): ocds-h6vhtk-04c74c

Published 11 December 2024, 4:41pm

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

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

DESNZ & DSIT Group Commercial

London

#### **Email**

[dsit.dttqcbp@dsit.gov.uk](mailto:dsit.dttqcbp@dsit.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

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

Main address

<https://www.gov.uk/government/organisations/department-for-science-innovation-and->

[technology](#)

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

Ministry or any other national or federal authority

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

Other activity

Science

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## **Section II: Object**

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

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

AI Business Adoption Survey

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

- 73110000 - Research services

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

Services

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

Business adoption of AI technology has the potential to substantially boost productivity in the UK in the coming years. However, there is currently no clear consensus on what the level of current and future UK business adoption is or will be. In order to inform policy decisions, a deeper understanding of adoption by type of AI technology, the depth of utilisation and its impact, and to what extent barriers are experienced by businesses that could benefit from the technology. Therefore, this contract will pay for a one-off business survey and follow up interviews. The survey should uncover current AI adoption levels, future adoption plans, barriers and enablers to adopting, as well as understanding the impacts of AI.

#### **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: £449,958

## **II.2) Description**

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

NUTS codes

- UK - United Kingdom

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

Business adoption of AI technology has the potential to substantially boost productivity in the UK in the coming years. However, there is currently no clear consensus on what the level of current and future UK business adoption is or will be. In order to inform policy decisions, a deeper understanding of adoption by type of AI technology, the depth of utilisation and its impact, and to what extent barriers are experienced by businesses that could benefit from the technology. Therefore, this contract will pay for a one-off business survey and follow up interviews. The survey should uncover current AI adoption levels, future adoption plans, barriers and enablers to adopting, as well as understanding the impacts of AI.

### **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**

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:

Competed through Research and Insights DPS, and so no prior publication required.

#### **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**

### **Title**

AI Business Adoption Survey

A contract/lot is awarded: Yes

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

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

11 December 2024

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

Number of tenders received: 3

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

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

IFF Research Limited

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

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

Total value of the contract/lot: £449,958

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## **Section VI. Complementary information**

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

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

Information Commissioner's Office

Wilmslow

SK9 5AF

Country

United Kingdom