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Contract

## **Customer Psychographic Segmentation Services**

Anchor Hanover Group

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-043781

Procurement identifier (OCID): ocids-h6vhtk-0567e2

Published 29 July 2025, 11:30am

### **Scope**

### **Reference**

C10160

### **Description**

Specialist Social Housing customer psychographic segmentation survey / research and supporting workshops

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### **Contract 1**

## **Supplier**

- Places for People Group Limited

## **Contract value**

- £76,025 excluding VAT
- £91,230 including VAT

Below the relevant threshold

## **Date signed**

20 June 2025

## **Contract dates**

- 20 June 2025 to 30 June 2026
- 1 year, 11 days

## **Main procurement category**

Services

## **CPV classifications**

- 79342310 - Customer survey services

## **Contract locations**

- UKC - North East (England)

- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

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## **Procedure**

### **Procedure type**

Below threshold - unknown

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## **Supplier**

### **Places for People Group Limited**

80 Cheapside

London

EC2V 6EE

United Kingdom

Email: [Naomi.Sweeting@placesforpeople.co.uk](mailto:Naomi.Sweeting@placesforpeople.co.uk)

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

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## Contracting authority

### Anchor Hanover Group

- Mutuals Public Register: 7843
- Public Procurement Organisation Number: PYBH-1339-MTCJ

2 Godwin Street

Bradford

BD1 2ST

United Kingdom

Email: [allen.norman@anchor.org.uk](mailto:allen.norman@anchor.org.uk)

Region: UKE41 - Bradford

Organisation type: Public authority - sub-central government