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Contract

## **Cadw Onsite Visitor Research July 25 to June 29**

Llywodraeth Cymru / Welsh Government

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

Notice identifier: 2025/S 000-044749

Procurement identifier (OCID): ocids-h6vhtk-056a2e

Published 31 July 2025, 1:49pm

### **Scope**

### **Reference**

C041/2025/2026

### **Description**

Award of a contract for Cadw's Onsite Visitor Research Service from July 2025 to June 2029. This is the Contract Details Notice advising of the conclusion of a mini-competition from Lot 6 of the Welsh Government Communication & Marketing Framework (ref F228/2022/2023).

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## **Contract 1. Cadw Onsite Visitor Research July 25 to June 29**

### **Supplier**

- [Strategic Research & Insight Ltd](#)

### **Contract value**

- £116,925 excluding VAT
- £140,310 including VAT

Below the relevant threshold

### **Date signed**

25 June 2025

### **Contract dates**

- 21 July 2025 to 29 June 2029
- 3 years, 11 months, 9 days

### **Main procurement category**

Services

### **CPV classifications**

- 73210000 - Research consultancy services

## Contract locations

- UKL - Wales

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## Procedure

### Procedure type

Below threshold - limited competition

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## Supplier

### Strategic Research & Insight Ltd

- Public Procurement Organisation Number: PMZL-7416-JDRT

Park Court Mews, 4 Park Place

Cardiff

CF10 3DQ

United Kingdom

Email: [research@strategic-research.co.uk](mailto:research@strategic-research.co.uk)

Region: UKL22 - Cardiff and Vale of Glamorgan

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Cadw Onsite Visitor Research July 25 to June 29

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## Contracting authority

### **Llywodraeth Cymru / Welsh Government**

- Public Procurement Organisation Number: PQYQ-3841-BHTP

Gwasanaethau Caffael Corfforaethol / Corporate Procurement Services

Cardiff

CF10 3NQ

United Kingdom

Contact name: Ceri Thomas

Email: [cpsprocurementadvice@gov.wales](mailto:cpsprocurementadvice@gov.wales)

Website: <http://www.gov.wales>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales