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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).

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

Procedure

Procedure type

Below threshold - limited competition

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

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

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

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

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales