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Contract

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Ofcom

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Notice identifier: 2025/S 000-051664

Procurement identifier (OCID): ocids-h6vhtk-058eba

Published 27 August 2025, 3:35pm

Scope

Reference

C20252360

Description

By subscribing to this Ofcom will have access to a dataset that will allow us to:

- Access contextual information about the media attitudes and behaviours of children and young people;
 - Access contextual information about the attitudes of parents of children aged 1-16;
 - Keep our finger on the pulse by accessing very recent data (i.e. in the past week) on children and young people's media attitudes and behaviours.
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Contract 1

Supplier

- The Insights Family

Contract value

- £83,736 including VAT

Below the relevant threshold

Date signed

5 March 2025

Contract dates

- 1 April 2025 to 31 March 2027
- 2 years

Main procurement category

Services

CPV classifications

- 79310000 - Market research services

Procedure

Procedure type

Below threshold - without competition

Supplier

The Insights Family

76 King Street

Manchester

M4 4BE

United Kingdom

Email: hello@theinsightsfamily.com

Region: UKD33 - Manchester

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

Ofcom

- Public Procurement Organisation Number: PQQZ-1663-NWMN

Riverside House, 2a Southwark Bridge Road

London

SE1 9HA

United Kingdom

Email: procurementnotice@ofcom.org.uk

Website: <http://www.ofcom.org.uk>

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - sub-central government