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Award

HMRC Incentive Vouchers

HM Revenue & Customs

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-051762

Procurement identifier (OCID): ocds-h6vhtk-058ef8

Published 28 August 2025, 8:03am

Scope

Reference

SR2507348237

Description

HMRC look to provide an incentive voucher to users within and outside the UK that have taken part in research for our Digital Services. Where users are recruited through the HMRC User panel we issue vouchers to thank the Users for their involvement. Because of user locations we would like the option for the vouchers to be redeemable in both the UK and internationally (Countries within the EU, as well as

Norway, Iceland and Switzerland, however, these will be minimal).

HMRC will require the supplier to provide paper incentive vouchers to offline users for taking part in the user research to support the development of our digital platforms. If supplier unable to issue directly the supplier will provide paper incentive vouchers to HMRC, who in turn will issue to their users.

Vouchers will be required in a combination of digital and paper/card voucher format (which must be suitable for offline users) as prescribed by HMRC and all must be available to use outside the UK. HMRC will require all vouchers to remain valid for at least 1 year.

Contract 1. HMRC Incentive vouchers

Supplier

- PARK RETAIL LIMITED

Contract value

- £110,000 excluding VAT
- £132,000 including VAT

Below the relevant threshold

Award decision date

7 August 2025

Earliest date the contract will be signed

28 August 2025

Contract dates (estimated)

- 28 August 2025 to 17 August 2026
- 11 months, 21 days

Main procurement category

Services

CPV classifications

- 79900000 - Miscellaneous business and business-related services

Contract locations

- UK - United Kingdom

Procedure

Procedure type

Below threshold - without competition

Supplier

PARK RETAIL LIMITED

- Companies House: 00402152
- Public Procurement Organisation Number: PHRP-6667-WZCL

Valley Road

Merseyside

CH41 7ED

United Kingdom

Email: bids@love2shop.co.uk

Website: <https://business.love2shop.co.uk/>

Region: UKD74 - Wirral

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. HMRC Incentive vouchers

Contracting authority

HM Revenue & Customs

- Public Procurement Organisation Number: PVMW-8599-JZNJ

100 Parliament Street

London

SW1A 2BQ

United Kingdom

Email: hmrcsupportsapariba@hmrc.gov.uk

Region: UKI32 - Westminster

Organisation type: Public authority - central government