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Contract

OHID - Profiles Planning Tool

Department of Health & Social Care

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

Notice identifier: 2025/S 000-052608

Procurement identifier (OCID): ocids-h6vhtk-0590d8

Published 29 August 2025, 5:18pm

Scope

Reference

C375471

Description

Subscription to a planning tool which will enable DHSC to build UK audience profiles and inform campaign and media targeting strategies, which will contribute to better public health outcomes.

Contract 1. OHID - Profiles Planning Tool

Supplier

- [YouGov Plc](#)

Contract value

- £22,760 excluding VAT
- £27,312 including VAT

Below the relevant threshold

Date signed

29 August 2025

Contract dates

- 1 September 2025 to 28 February 2026
- 6 months

Main procurement category

Services

CPV classifications

- 79310000 - Market research services

Procedure

Procedure type

Below threshold - without competition

Supplier

YouGov Plc

50 Featherstone Street

London

EC1Y 8RT

United Kingdom

Email: info@yougov.com

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. OHID - Profiles Planning Tool

Contracting authority

Department of Health & Social Care

- Public Procurement Organisation Number: PMQG-9965-CHZR

39 Victoria Street

London

SW1H 0EU

United Kingdom

Email: ccsinbox@dhsc.gov.uk

Website:

<https://www.gov.uk/government/organisations/department-of-health-and-social-care>

Region: UKI32 - Westminster

Organisation type: Public authority - central government