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Award

Help to Grow Management: Evaluation Phase 2

Department for Business & Trade

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-059136

Procurement identifier (OCID): ocds-h6vhtk-05a0c4 ([view related notices](#))

Published 24 September 2025, 10:42am

Scope

Reference

PR_4804

Description

An evaluation of Phase 2 of the Help to Grow Management (HtGM) Scheme to understand the programme's outcomes for SMEs.

Contract 1. Help to Grow Management: Evaluation Phase 2

Supplier

- Ipsos (market research) Ltd

Contract value

- £1,400,000 excluding VAT
- £1,680,000 including VAT

Above the relevant threshold

Earliest date the contract will be signed

7 October 2025

Contract dates (estimated)

- 8 October 2025 to 7 October 2026
- Possible extension to 7 October 2029
- 4 years

Description of possible extension:

Contract is for 1 year, with upto three 1 year extensions.

Main procurement category

Services

CPV classifications

- 73110000 - Research services

Contract locations

- UK - United Kingdom

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Single supplier - intellectual property or exclusive rights

Ipsos have exclusive rights to data.

Supplier

Ipsos (market research) Ltd

- Companies House: 00948470

3 Thomas More Square

London

E1W 1YW

United Kingdom

Email: tenders@ipsos.com

Website: <https://www.ipsos.com/>

Region: UKI42 - Tower Hamlets

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Help to Grow Management: Evaluation Phase 2

Contracting authority

Department for Business & Trade

- Public Procurement Organisation Number: PZZJ-6312-QTTD

Old Admiralty Building

London

SW1A 2DY

United Kingdom

Contact name: Professional Services Team

Email: DataAndSystems@businessandtrade.gov.uk

Region: UKI32 - Westminster

Organisation type: Public authority - central government