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Award

## Help to Grow Management: Evaluation Phase 2

Department for Business & Trade

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

Notice identifier: 2025/S 000-059218

Procurement identifier (OCID): ocds-h6vhtk-05a0c4

Published 24 September 2025, 12:21pm

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### 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.

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## **Contract 1. Help to Grow Management: Evaluation Phase 2**

### **Supplier**

- Ipsos (market research) Limited

### **Contract value**

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

Above the relevant threshold

### **Award decision date**

24 September 2025

### **Standstill period**

- End: 3 October 2025
- 8 working days

### **Earliest date the contract will be signed**

8 October 2025

### **Contract dates (estimated)**

- 9 October 2025 to 9 October 2026
- Possible extension to 9 October 2029

- 4 years, 1 day

Description of possible extension:

3 x 1 year extensions are available

## **Main procurement category**

Services

## **CPV classifications**

- 73110000 - Research services

## **Contract locations**

- UK - United Kingdom

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## **Procedure**

### **Procedure type**

Direct award

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## **Supplier**

## **Ipsos (market research) Limited**

- Companies House: 00948470

3 Thomas More Square

London

E1W 1YW

United Kingdom

Email: [tenders@ipsos.com](mailto: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

Supported employment provider: No

Public service mutual: No

Associated people/organisations:

Institute for Employment Studies - City Gate 185 Dyke Road Brighton BN3 1TL

Contract 1. Help to Grow Management: Evaluation Phase 2

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## **Contracting authority**

## **Department for Business & Trade**

- Public Procurement Organisation Number: PZZJ-6312-QTTD

Old Admiralty Building

London

SW1A 2DY

United Kingdom

Email: [Commercialresearchandconsultancy@businessandtrade.gov.uk](mailto:Commercialresearchandconsultancy@businessandtrade.gov.uk)

Region: UKI32 - Westminster

Organisation type: Public authority - central government