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Contract

## **Opinion Research Polling Programme**

Transport for London

F03: Contract award notice

Notice identifier: 2025/S 000-063434

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

Published 8 October 2025, 4:29pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Transport for London

5 Endeavour Square

London

E201JN

#### **Contact**

Mark Flegg

#### **Email**

[markflegg@tfl.gov.uk](mailto:markflegg@tfl.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKI41 - Hackney and Newham

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.tfl.gov.uk/>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Other activity

Market Research

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Opinion Research Polling Programme

Reference number

GLA 82746 - WS2450852650

**II.1.2) Main CPV code**

- 73110000 - Research services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Call off from CCS RM6126 - Research and Insights DPS

### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.1.7) Total value of the procurement (excluding VAT)**

Lowest offer: £269,076 / Highest offer: £450,000 taken into consideration

## **II.2) Description**

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

The Greater London Authority (GLA) is seeking to procure a polling programme, similar in scope to GLA81781 Opinion research programme.

Specifically, procure an agency who can provide a minimum of 12 monthly online polls each with

a representative sample of 1,000 Londoners. Each monthly survey would need to have approximately 22 questions, with an additional 10 questions once a quarter.

### **II.2.5) Award criteria**

Quality criterion - Name: Technical / Weighting: 50

Quality criterion - Name: Social Value / Weighting: 10

Cost criterion - Name: Financial / Weighting: 40

### **II.2.11) Information about options**

Options: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

Call off from CCS RM6126 DPS - Under PCR2015.

Categories were filtered by selection available on the CCS.

All suppliers were sent an early market engagement to complete and would allow us to register them to SAP Ariba.

An expression of interest, was then sent out to all suppliers a further two times to allow us to register them to SAP Ariba

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section V. Award of contract**

### **Contract No**

CW82870 - GLA-82746

### **Title**

Opinion research polling programme CW

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

8 October 2025

**V.2.2) Information about tenders**

Number of tenders received: 1

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

YouGov PLC

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

03607311

The contractor is an SME

No

**V.2.4) Information on value of contract/lot (excluding VAT)**

Lowest offer: £269,076 / Highest offer: £450,000 taken into consideration

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Greater London Authority

London

Country

United Kingdom