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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

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

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

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

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Greater London Authority

London

Country

United Kingdom