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Contract

Brand Health Tracking

MONEY AND PENSIONS SERVICE

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

Notice identifier: 2025/S 000-064761

Procurement identifier (OCID): ocds-h6vhtk-05ae44

Published 13 October 2025, 1:42pm

Scope

Description

Brand funnel health, positioning mapping, messaging and channel recall

Contract 1

Supplier

- DVJ Insights Ltd

Contract value

- £109,897 excluding VAT
- £131,876 including VAT

Below the relevant threshold

Date signed

10 October 2025

Contract dates

- 10 October 2025 to 31 March 2028
- 2 years, 5 months, 22 days

Main procurement category

Services

CPV classifications

- 79300000 - Market and economic research; polling and statistics

Procedure

Procedure type

Below threshold - limited competition

Supplier

DVJ Insights Ltd

Gg.410 Metal Box Factory

30 Guildford Street

SE1 0HS

United Kingdom

Email: info@dvj-insights.com

Region: UKI44 - Lewisham and Southwark

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

MONEY AND PENSIONS SERVICE

- Companies House: 07172704
- Public Procurement Organisation Number: PYCD-3829-CVCG

Money & Pensions Service Borough Hall

Bedford

MK42 9AB

United Kingdom

Email: commercial@maps.org.uk

Region: UKH24 - Bedford

Organisation type: Public authority - central government