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Tender

## Research: Consumer Insights Tracker

Food Standards Agency

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-066051

Procurement identifier (OCID): ocds-h6vhtk-05ce51 ([view related notices](#))

Published 16 October 2025, 4:41pm

### Scope

### Description

The FSA has been conducting monthly surveys with consumers (called the Consumer Insights Tracker) since the start of the Covid-19 pandemic in April 2020. The surveys have evolved over time to meet emerging needs. The FSA is seeking an experienced research agency to continue delivering the FSA's Consumer Insights Tracker for the next 3 years (with annual break clauses). The supplier will be responsible for all aspects of the project, including recruitment, sampling, logistics and project management.

### Total value (estimated)

- £219,000 excluding VAT
- £262,800 including VAT

Above the relevant threshold

### Contract dates (estimated)

- 1 April 2026 to 31 March 2029
- 3 years

## **Options**

The right to additional purchases while the contract is valid.

Annual break clauses

## **Main procurement category**

Services

## **CPV classifications**

- 79310000 - Market research services
- 73000000 - Research and development services and related consultancy services
- 79315000 - Social research services
- 79300000 - Market and economic research; polling and statistics

## **Contract locations**

- UK - United Kingdom

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## **Participation**

## **Particular suitability**

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

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## **Submission**

### **Enquiry deadline**

3 November 2025, 12:00pm

### **Tender submission deadline**

17 November 2025, 12:00pm

### **Submission address and any special instructions**

Tenders for FSA funded projects must be submitted through the health-family single e-Commercial System (Atamis), using the following link: <https://health-family.force.com/s/Welcome>.

### **Tenders may be submitted electronically**

Yes

### **Languages that may be used for submission**

English

## **Award decision date (estimated)**

12 January 2026

## **Recurring procurement**

Publication date of next tender notice (estimated): 1 October 2028

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## **Award criteria**

<b>Name</b>	<b>Type</b>	<b>Weighting</b>
Technical Envelope	Quality	80.00%
Financial Envelope	Cost	20.00%

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## **Other information**

### **Description of risks to contract performance**

Regulatory or public health circumstances, change of scope or budget.

### **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

## **Procedure type**

Open procedure

## **Justification for not publishing a preliminary market engagement notice**

No market engagement has been carried out

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## **Contracting authority**

### **Food Standards Agency**

- Public Procurement Organisation Number: PJRM-6866-LYYX

YO1 7PR

York

YO1 7PR

United Kingdom

Email: [fsa.commercial@food.gov.uk](mailto:fsa.commercial@food.gov.uk)

Website: <https://www.food.gov.uk/>

Region: UKE21 - York

Organisation type: Public authority - central government