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Award

Invitation to Tender for the provision of Viewing and Audience Appreciation Data Services

S4C

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

Notice identifier: 2025/S 000-068639

Procurement identifier (OCID): ocds-h6vhtk-058a58 ([view related notices](#))

Published 27 October 2025, 3:22pm

Scope

Description

This is a Contract Award Notice for the provision of Viewing and Audience Appreciation Data Services following a competitive tender process to appoint a company to recruit and maintain an online panel of adults (16+) comprising of Welsh speakers across the UK and non-Welsh speakers in Wales, and to conduct continuous surveys in relation to viewing and appreciation of S4C programmes, and overall measures for other channels and AV services.

Contract 1. Tender for the provision of Viewing and Audience Appreciation Data Services

Supplier

- TRP Research Ltd

Contract value

- £1,247,500 excluding VAT
- £1,497,000 including VAT

Above the relevant threshold

Award decision date

24 October 2025

Date assessment summaries were sent to tenderers

24 October 2025

Standstill period

- End: 5 November 2025
- 8 working days

Earliest date the contract will be signed

6 November 2025

Contract dates (estimated)

- 7 November 2025 to 31 March 2029

- Possible extension to 31 March 2030
- 4 years, 4 months, 24 days

Description of possible extension:

Option to extend for a further 12 months

Main procurement category

Services

CPV classifications

- 79300000 - Market and economic research; polling and statistics

Contract locations

- UK - United Kingdom

Information about tenders

- 3 tenders received
- 3 tenders assessed in the final stage:
 - 3 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 2 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Open procedure

Supplier

TRP Research Ltd

- Public Procurement Organisation Number: PPHJ-9525-ZJBH

Wellington House, Queen Street

Taunton

TA1 3UF

United Kingdom

Email: lpiper@trpresearch.com

Region: UKK23 - Somerset

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Tender for the provision of Viewing and Audience Appreciation Data Services

Contracting authority

S4C

- Public Procurement Organisation Number: PWPJ-3962-ZGHL

Canolfan S4C yr Egin

Caerfyrddin

SA31 3EQ

United Kingdom

Email: cyfreithiol_legal@s4c.cymru

Website: <https://s4c.cymru>

Region: UKL14 - South West Wales

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales