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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.

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### **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

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## **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)

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## Procedure

### Procedure type

Open procedure

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## Supplier

### TRP Research Ltd

- Public Procurement Organisation Number: PPHJ-9525-ZJBH

Wellington House, Queen Street

Taunton

TA1 3UF

United Kingdom

Email: [lpiper@trpresearch.com](mailto: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

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### Contracting authority

#### **S4C**

- Public Procurement Organisation Number: PWPJ-3962-ZGHL

Canolfan S4C yr Egin

Caerfyrddin

SA31 3EQ

United Kingdom

Email: [cyfreithiol\\_legal@s4c.cymru](mailto: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