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Contract

Product Safety Consumer Survey (PSCS)

Department for Business and Trade

F03: Contract award notice

Notice identifier: 2025/S 000-073669

Procurement identifier (OCID): ocds-h6vhtk-029a8d

Published 13 November 2025, 3:50pm

Section I: Contracting authority

I.1) Name and addresses

Department for Business and Trade

London

SW1A 2DY

Email

commercialbpo@businessandtrade.gov.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.gov.uk/government/organisations/department-for-business-and-trade>

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Product Safety Consumer Survey (PSCS)

II.1.2) Main CPV code

- 73110000 - Research services

II.1.3) Type of contract

Services

II.1.4) Short description

A research project to enhance understanding of consumer attitudes and behaviours related to product safety. This research will support The Office for Product Safety and Standards (OPSS) in developing evidence-based policy and regulatory interventions by providing timely, robust, and representative insights into how consumers perceive and respond to product safety issues.

The contract shall be for a period of 4 years with the option to extend by up to 6 months. The value for the contract is £800,000 for the contract period including any extension and this value is exclusive of VAT.

The Procurement was carried out in accordance with the Public Contracts Regulations 2015 using a Dynamic Purchasing System.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £800,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The procurement covers three streams:

1 - Core survey – biennial push-to-web survey with offline follow-up and qualitative sessions, targeting 4,000 online and 250–500 offline respondents per wave.

2 - Topical surveys – up to two per year on emerging product safety issues, with samples up to 10,000 participants.

3 - Ad hoc research – rapid projects for urgent or specific topics.

The supplier will manage survey design, testing, fieldwork, analysis, and reporting, delivering anonymised datasets, infographics, and presentations. Outputs will inform OPSS policy, ensure inclusion of underrepresented groups, and meet DBT digital accessibility standards.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2025/S 000-070846](#)

Section V. Award of contract

Title

Product Safety Consumer Survey (PSCS)

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

23 October 2025

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

YOUGOV PLC

50 Featherstone Street

London

EC1Y 8RT

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £800,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Department for Business & Trade

London

SW1A 2DY

Email

commercialbpo@businessandtrade.gov.uk

Country

United Kingdom