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Award

## **Public Engagement and Satisfaction Surveys for West Yorkshire Police**

West Yorkshire Police

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

Notice identifier: 2025/S 000-074886

Procurement identifier (OCID): ocds-h6vhtk-059440 ([view related notices](#))

Published 18 November 2025, 3:45pm

### **Scope**

### **Reference**

110-POL-25

### **Description**

West Yorkshire Police have tendered for a Force victims' satisfaction programme, as well as ad-hoc public engagement.

Approximately 10,700 satisfaction surveys are currently undertaken by telephone per year as part of an ongoing monthly programme, allowing analysis of the Force to be completed and reported upon. These surveys measure satisfaction with the police service that victims and/or callers have received and allows WYP to identify where improvements could be made.

On an ad-hoc basis other mechanisms of consultation and engagement may be required to explore new issues or to increase understanding of themes identified via existing surveys. A wider range of methodologies may be used for this including online surveys, focus groups and face to face surveys.

## **Contract 1. Public Engagement & Satisfaction Surveys for West Yorkshire Police**

### **Supplier**

- SOCIAL & MARKET STRATEGIC RESEARCH LIMITED

### **Contract value**

- £584,500 excluding VAT
- £701,400 including VAT

Above the relevant threshold

### **Award decision date**

18 November 2025

### **Date assessment summaries were sent to tenderers**

18 November 2025

### **Standstill period**

- End: 27 November 2025

- 8 working days

### **Earliest date the contract will be signed**

12 December 2025

### **Contract dates (estimated)**

- 1 January 2026 to 31 December 2028
- Possible extension to 31 December 2030
- 5 years

Description of possible extension:

There are 2 x 12-month extension periods available if the contract is being performed to the satisfaction of the contracting authority.

### **Main procurement category**

Services

### **CPV classifications**

- 79311210 - Telephone survey services
- 79342311 - Customer satisfaction survey

### **Contract locations**

- UKE - Yorkshire and the Humber

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## Information about tenders

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

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## Procedure

### Procedure type

Open procedure

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## Supplier

### **SOCIAL & MARKET STRATEGIC RESEARCH LIMITED**

- Companies House: 02608951
- Public Procurement Organisation Number: PNCD-9978-NRWN

Norwich House

Hull

HU1 3ES

United Kingdom

Email: [info@smsr.co.uk](mailto:info@smsr.co.uk)

Website: <https://smsr.co.uk/>

Region: UKE11 - Kingston upon Hull, City of

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Public Engagement & Satisfaction Surveys for West Yorkshire Police

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## **Contracting authority**

### **West Yorkshire Police**

- Public Procurement Organisation Number: PQLT-6495-QHVP

PO Box 9, Laburnum Road

Wakefield

WF1 3QP

United Kingdom

Email: [yb.procurement@westyorkshire.police.uk](mailto:yb.procurement@westyorkshire.police.uk)

Region: UKE45 - Wakefield

Organisation type: Public authority - sub-central government