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Contract

Help to Grow Management: Evaluation Phase 2

Department for Business & Trade

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-081467

Procurement identifier (OCID): ocds-h6vhtk-05a0c4 ([view related notices](#))

Published 10 December 2025, 12:26pm

Scope

Reference

PR_4804

Description

An evaluation of Phase 2 of the Help to Grow Management (HtGM) Scheme to understand the programme's outcomes for SMEs.

Contract 1. Help to Grow Management: Evaluation

Supplier

- Ipsos (market research) Limited

Contract value

- £1,400,000 excluding VAT
- £1,680,000 including VAT

Above the relevant threshold

Date signed

25 November 2025

Contract dates

- 25 November 2025 to 31 December 2026
- Possible extension to 31 December 2029
- 4 years, 1 month, 6 days

Description of possible extension:

3 x 1 year extensions.

Main procurement category

Services

CPV classifications

- 73110000 - Research services

Key performance indicators

Name	Description	Reporting frequency
Quality	All deliverables are to be quality assured by the supplier before delivery. All outputs meet standards detailed in the specification and agreed upon at project inception. This includes meeting accessibility and branding requirement.	12 months

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Single supplier - intellectual property or exclusive rights

Ipsos hold exclusive rights to data required.

Supplier

Ipsos (market research) Limited

- Companies House: 00948470

3 Thomas More Square

London

E1W 1YW

United Kingdom

Email: tenders@ipsos.com

Region: UKI42 - Tower Hamlets

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Help to Grow Management: Evaluation

Contracting authority

Department for Business & Trade

- Public Procurement Organisation Number: PZZJ-6312-QTTD

Old Admiralty Building

London

SW1A 2DY

United Kingdom

Contact name: Professional Services - Research

Email: Commercialresearchandconsultancy@businessandtrade.gov.uk

Region: UKI32 - Westminster

Organisation type: Public authority - central government