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Contract

Public Engagement and Satisfaction Surveys for West Yorkshire Police

West Yorkshire Police

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

Notice identifier: 2025/S 000-086302

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

Published 29 December 2025, 1:19pm

Scope

Reference

110-POL-25

Description

West Yorkshire Police have awarded a contract for the provision of a satisfaction programme for the Force's victims as well as ad-hoc public engagement via telephone surveys and other potential consultation methods.

Approximately 10,700 satisfaction surveys are currently undertaken by telephone each 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

Date signed

11 December 2025

Contract dates

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

- 5 years

Description of possible extension:

2 x 12-month extensions are available if the contract is being performed to the satisfaction of the authority.

Main procurement category

Services

CPV classifications

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

Contract locations

- UAE - Yorkshire and the Humber

Justification for not setting key performance indicators

Contract value below £5 million

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

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

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

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

Region: UKE45 - Wakefield

Organisation type: Public authority - sub-central government

