REDACTED TEXT under FOIA Section 40, Personal Information

Attn: REDACTED TEXT under FOIA Section 40, Personal Information

Date: 14/12/2023

Contract ref: CCZZ23A27

Dear REDACTED TEXT under FOIA Section 40, Personal Information,

**Award of contract for the supply of The Provision of Media Analysis for Cabinet Office**

Further to your submission of a bid for the above Procurement, on behalf of Cabinet Office (the “Authority”), I am pleased to inform you that you ranked first in our evaluation and therefore we would like to award the contract to you.

The attached appendix provides detailed feedback on your submission.

The call-off contract shall commence on the date of the final signatory on the contract order form and the Expiry Date will be 12 months after the final signatory unless an extension period is implemented. The Buyer reserves the option to extend the call-off contract by 2 periods of 12 months. The total contract value shall be £300,000 including all extension options.

This procurement activity was a Call Off under Commercial Agreement RM6126 Research & Insights, Lot 1 and the Commercial Agreement Terms and Conditions shall apply. A copy of the contract is provided with this Award Letter and includes those terms and conditions.

Please sign the Call-Off Contract/Terms and Conditions (Attachment 5) and forward to the Procurement Lead electronically via the e-Sourcing Suites’ messaging service by 14/12/2023. You are reminded that no engagement with the Buyer is permitted until a copy of the signed contract is received.

A copy signed on behalf of the Buyer will be returned for your records.

Should you have any queries regarding this or any other matter please do not hesitate to contact me.

Yours faithfully,

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| Signed for and on behalf of **Cabinet Office** | |
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| Date: 14/12/2023 |  |