

DPS Schedule 6 (Order Form and Order Schedules)

Order Form

ORDER REFERENCE: PS25064 - Groceries Code Adjudicator (GCA) Annual Survey

THE BUYER: Groceries Code Adjudicator

BUYER ADDRESS 7th Floor, The Cabot, 25 Cabot Square, Canary Wharf, London, E14 4QZ

THE SUPPLIER: YouGov PLC

SUPPLIER ADDRESS: 50 Featherstone Street, London, EC1Y 8RT

REGISTRATION NUMBER: 03607311

DUNS NUMBER: N/A.

DPS SUPPLIER REGISTRATION SERVICE ID: N/A.

APPLICABLE DPS CONTRACT

This Order Form is for the provision of the Deliverables and dated 11th July 2025.

It's issued under the DPS Contract with the reference number RM6126 – Research and Insights for the provision of the Groceries Code Adjudicator (GCA) Annual Survey.

DPS FILTER CATEGORY(IES):

Subject area:

- *Business transformation and change*
- *Competition, markets and mergers*
- *Digital economy*
- *Regulated industries / markets / services*
- *Retail*
- *Supply chains*
- *Trade*
- *Central Government*
- *Policy analysis and development*
- *AI (Artificial Intelligence) and automation*

Research methods:

- *Conjoint / discrete choice / MAXDIFF / stated preference / trade-off*
- *Econometric analysis*
- *Financial analysis (incl. cost-benefit analysis, return on investment analysis)*
- *Impact assessment*
- *Implicit reaction time / Implicit response analysis*
- *Linguistic analysis*

Subject area:

- *Cyber security*
- *Data privacy*
- *Digital design, delivery and implementation*
- *Digital markets and platforms*
- *IT*
- *Tech giants*
- *Telecoms*

Research methods:

- *Audience measurement research*
- *Behaviour change*
- *Brand awareness research*
- *Business-to-Business (B2B) research*
- *Communications testing research*
- *Concept testing research*
- *Customer journey research*
- *Customer satisfaction research*

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- *Mobile / app data analysis*
- *Multivariate analysis*
- *Performance analysis*
- *Regression analysis*
- *Risk analysis*
- *Segmentation analysis*
- *Social media analysis*
- *Thematic analysis*
- *Time-series analysis / forecasting*
- *Demographic modelling*
- *Quantitative*
- *Qualitative*
- *Mixed method (qualitative and quantitative)*
- *Face-to-face*
- *Online*
- *Postal*
- *Telephone*
- *Diary*
- *Hall tests*
- *Mystery shopping*
- *CAPI (computer assisted personal interview)*
- *CATI (computer assisted telephone interview)*
- *Omnibus*
- *Case studies*
- *Co-creation / co-design*
- *Cognitive interviewing / testing*
- *Deliberative research*
- *Depth interviews*
- *Ethnography*
- *Focus group discussions*
- *Narrative inquiry / narrative analysis*
- *Impact evaluation*
- *Experimental / quasi-experimental impact evaluation*
- *Theory-based impact evaluation (incl. Theories of Change (ToC) and Logic Modelling)*
- *Realist evaluation*
- *Synthesis evaluation*
- *Process evaluation*
- *Value-for-money evaluation*
- *Evaluation scoping / evaluability assessment*
- *Employee / staff engagement and satisfaction research*
- *Longitudinal research*
- *Political polling*
- *Reputation research*
- *Stakeholder research*
- *Tracking research*
- *User Experience (UX) research*
- *Misinformation / disinformation*
- *Behavioural science*
- *Public polling*
- *Red teaming*
- *Random/stratified random sample*
- *Probability-based sample*
- *Quota-based sample*
- *Cluster sampling*
- *Address-based online sampling (ABOS)*
- *Convenience sampling*
- *Customer List*
- *Free-found*
- *Knock-to-nudge*
- *Mixed-mode*
- *Online Community*
- *Panel*
- *Postal Address File (PAF)*
- *Purposive sampling*
- *Push-to-web*
- *Random Digit Dialling (RDD)*
- *River sampling*
- *Snowball sampling*
- *Two-stage sampling*

Target Participants:

- *Micro businesses*
- *Small businesses*
- *Medium businesses*
- *Large businesses*
- *Sole traders / sole proprietorships*
- *Ordinary partnerships*
- *Companies*
- *Business leaders*
- *Employers*
- *Senior executives ("C-suite")*
- *Consumers*
- *Tax-evaders*
- *Tax-payers*
- *Registered for VAT or PAYE*
- *Not registered for VAT or PAYE*
- *Academics*

Research location:

- *England*
- *Wales*
- *Scotland*
- *Northern Ireland*
- *Jersey*
- *Gurnsey*
- *Isle of Man*
- *Africa*
- *Middle East*
- *Asia*
- *Oceania*
- *North America*
- *South America*
- *Central America and the Caribbean*
- *Europe excluding EU / UK*

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- *Accountants*
- *Civil servants*
- *Dentists*
- *Emergency services*
- *Financial advisors*
- *Healthcare*
- *Journalists / media*
- *Legal*
- *Military*
- *NGOs (non-governmental organisations)*
- *Police / law enforcement*
- *School support staff*
- *Social workers*
- *Tax agents and intermediaries*
- *Teaching*
- *Professional body / union members*
- *Regulated professions*
- *Vets*

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ORDER INCORPORATED TERMS

The following documents are incorporated into this Order Contract. Where numbers are missing we are not using those schedules. If the documents conflict, the following order of precedence applies:

1. This Order Form including the Order Special Terms and Order Special Schedules.
2. Joint Schedule 1(Definitions and Interpretation) RM6126
3. DPS Special Terms
4. The following Schedules in equal order of precedence:
 - Joint Schedules for RM6126
 - Joint Schedule 2 (Variation Form)
 - Joint Schedule 3 (Insurance Requirements)
 - Joint Schedule 4 (Commercially Sensitive Information)
 - Joint Schedule 10 (Rectification Plan)
 - Joint Schedule 11 (Processing Data)
 - Order Schedules for PS25064
 - Order Schedule 3 (Continuous Improvement)
 - Order Schedule 5 (Pricing Details)
 - Order Schedule 7 (Key Supplier Staff)
 - Order Schedule 9 (Security) PART A
 - Order Schedule 20 (Order Specification)
5. CCS Core Terms (DPS version) v1.0.3
6. Joint Schedule 5 (Corporate Social Responsibility) RM6126
7. Order Schedule 4 (Order Tender)

No other Supplier terms are part of the Order Contract. That includes any terms written on the back of, added to this Order Form, or presented at the time of delivery.

ORDER SPECIAL TERMS

The following Special Terms are incorporated into this Order Contract:

None

ORDER START DATE: Monday 21st July 2025

ORDER EXPIRY DATE: Tuesday 20th July 2027

ORDER INITIAL PERIOD: 2 Years

DELIVERABLES

See details in Order Schedule 20 (Order Specification)

MAXIMUM LIABILITY

The limitation of liability for this Order Contract is stated in Clause 11.2 of the Core Terms.

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The Year 1 Charges used to calculate liability in the first Contract Year is £45,000.00 Excluding VAT.

ORDER CHARGES

See details in Order Schedule 5 (Pricing Details)

The total contract value is £79,650.00 excluding VAT.

REIMBURSABLE EXPENSES

None

— T METHOD**BUYER'S INVOICE ADDRESS:**

[REDACTED]

BUYER'S AUTHORISED REPRESENTATIVE

[REDACTED]

BUYER'S ENVIRONMENTAL POLICY

N/A.

BUYER'S SECURITY POLICY

N/A.

SUPPLIER'S AUTHORISED REPRESENTATIVE

[REDACTED]

SUPPLIER'S CONTRACT MANAGER

[REDACTED]

PROGRESS REPORT FREQUENCY

As agreed by the parties following contract award.

PROGRESS MEETING FREQUENCY

As agreed by the parties following contract award.

KEY STAFF

[REDACTED]

Suppliers Authorised Representative

[REDACTED]

Buyers Authorised Representative

[REDACTED]

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KEY SUBCONTRACTOR(S)

Not applicable

E-AUCTIONS

Not applicable

COMMERCIALLY SENSITIVE INFORMATION

Supplier's Commercially Sensitive Information

SERVICE CREDITS

Not applicable

ADDITIONAL INSURANCES

Not applicable

GUARANTEE

Not applicable

SOCIAL VALUE COMMITMENT

Not applicable