

Directors,  
IFF Research Ltd,  
**REDACTED**

Attn: **REDACTED**

Date: **22 October 2020**

Contract ref: CCZZ20A66 – Lot 3

Dear **REDACTED**,

**Award of contract for the supply of Qualitative Research for Cabinet Office**

**Lot 3 - Qualitative research to inform communications - Business Audiences**

Further to your submission of a bid for the above Procurement, on behalf of the Cabinet Office (the “Authority”), I am delighted to inform you that we would like to award the Contract for Lot 3 to your organisation, subject to your signature.

Your bid submission ranked second place in Lot 1; Qualitative Research for Policy and Narrative Development – General Public Audiences with 73.60 and the highest ranked supplier was CM Monitor (BritainThinks) Ltd who scored 96.91. As a result your organisation will be Awarded Lot 3; Qualitative research to inform communications - Business Audiences, of this requirement.

The attached appendix provides detailed feedback on your submission for both Lot 1, Lot 2 and Lot 3.

The call-off contract shall commence 23 day of October 2020 and the Expiry Date will be 22 day of October 2022. The Contracting Authority reserves the option to extend the call-off contract by 2 periods of 12 months (2 +1+1). The total contract value shall be £1,000,000.00 excluding VAT, including all extension options.

This procurement activity was a Call Off under Commercial Agreement RM6018 Research Marketplace DPS 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 a copy of this Letter of Appointment and forward to the Procurement Lead electronically via the e-Sourcing Suites’ messaging service by 17:30hrs Friday 23 October 2020. A copy of the Letter of Appointment signed on by the Contracting Authority will be returned for your records.



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

Yours faithfully,

Signed by the Cabinet Office

**REDACTED**

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Call Off Award letter  
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