



Baringa Partners LLP
62 Buckingham Gate
London
SW1E 6AJ

Attn: REDACTED
REDACTED

Date: 21 April 2021
Contract ref: CCCC20B42

Dear REDACTED,

Award of contract for the Provision of Consultancy Advice on Market Segmentation

Further to your submission of a bid for the above Procurement, on behalf of Crown Commercial Service (the "Customer"), 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 26th day of April 2021 and the Expiry Date will be the 13th day of August 2021. The Contracting Authority reserves the option to extend the call-off contract by 1 period of 1 month. The total contract value shall be £348,770.00 exc. VAT and including all extension options.

This procurement activity was a Call Off under Commercial Agreement RM6008 Management Consultancy Framework 2 Lot 1 Business Consultancy Services 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 12:00 midday on 23 April 2021. You are reminded that no engagement with the Customer is permitted until a copy of the signed contract is received.

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

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



Crown
Commercial
Service

OFFICIAL

9th Floor, The Capital,
Old Hall Street, Liverpool.
L3 9PP

Tel: 0345 010 3503
Email: info@crowncommercial.gov.uk

www.gov.uk/ccs

Yours sincerely,

Signed for and on behalf of Crown Commercial Service

Name: REDACTED

Associate Commercial Practitioner

Signature: REDACTED

Date: 21 April 2021

OFFICIAL