



Department  
for Transport

Group Commercial Directorate  
DEPARTMENT FOR TRANSPORT  
DIRECT LINE: [\[REDACTED\]@dft.gov.uk](mailto: [REDACTED]@dft.gov.uk)

**Kantar Public UK Limited**  
4 Millbank  
London  
SW1P 4DR  
Email: [REDACTED]  
SENT ELECTRONICALLY

Web Site: [www.dft.gov.uk](http://www.dft.gov.uk)

DfT Framework Ref: TRAS3079  
Order Ref: TRAS3079B

Date: 25/10/2022.

**CONTRACT AWARD FOR THE PROVISION OF BEHAVIOURAL SCIENCE CALL-OFF  
(FRAMEWORK AGREEMENT) Lot 1**

Dear [REDACTED],

As per the Intent to Award letter issued to you on 29/07/2022, the standstill period has now ended, and contracts formally awarded. On behalf of the Secretary of State for Transport, the Department for Transport would like to formally award you for the aforementioned contract.

1. The duration of the contract is for 3 (three) years with the option to extend by a further 1 (one) year (3+1 year term).
2. This contract is demand led, therefore the Department is not committed nor obligated to spend a fix amount with the framework suppliers. The total value of this contract is £2,000,000.00 excluding VAT.
3. The attached signed Call-Off order off form (signed on 26/09/2022) stipulates the terms of the agreement as is subject to CCS' Research & Insights Market Place (RM6126) terms of contract.



Attachment 5 -  
Call-Off - Frontier LO

Please remember to include the reference number above in any future communications relating to this contract.

Yours sincerely

[REDACTED]

[REDACTED]  
DfT Commercial Manager  
by authority of the Secretary of State for Transport