



Department  
for Transport

Department for Transport  
Great Minster House  
33 Horseferry Road  
London  
SW1P 4DR

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

Date: 15th July 2025

  
IPSOS Market Research Ltd  
3 Thomas More Square  
London  
E1W 1YW  


Dear ,

**Procurement Reference: TROO469 Digital Pay as you go evaluation**

Further to your submission of a bid for the above Procurement, on behalf of The Department for Transport (the "Authority"), I am pleased to inform you that you ranked 1<sup>st</sup> in our evaluation and therefore we would like to award the contract to you.

The Contract shall commence on 16<sup>th</sup> July 2025 and the expiry date will be 15<sup>th</sup> April 2027 for a period of 21 months. The total contract value shall be £273,284.00 excluding VAT.

This procurement activity was a Call Off under the Commercial Agreement RM6126 Research & Insights, and the Commercial Agreement Terms and Conditions shall apply.

The order form with the terms and conditions of the contract will be forwarded to you in due course to review, sign and return.

The appendix below provides detailed feedback on your submission.

Yours sincerely,

  
Commercial Relationship Advisor

By authority of the Secretary of State for Transport