

Dear

**ATISN 26733 -Travel for All User Research**

Thank you for your request which I received on 18<sup>th</sup> February 2026. Your information request and Welsh Government's response to the request are set out below.

**1. The names of each organisation that were invited to bid for the contract through quick quote.**

The following organisations were invited to bid for the Travel for All research contract:

- Accent Marketing and Research Limited.
- Alma Economics Limited.
- Arad Research.
- Beaufort Research Limited.
- Cardiff Met Company Limited.
- Centre for Behavioural Science & Psychology (CEBASAP), Sheffield Hallam University.
- Civic Computing Limited.
- Haskoning UK Limited, trading as ITP.
- Hitch Marketing Limited.
- Humanly Limited.
- I.F.F Research Limited.
- IPSOS (Market Research) Limited.
- L&I Specialist Services Limited.
- Mason Alexander Consulting.
- MEL Research Limited.
- Mima Group Limited.
- Opinion Research Services Limited.
- Pathways Coaching Limited.
- Strategic Research and Insight Limited.
- Systra Limited.
- Thinks insight and Strategy (Britain Thinks) Limited.
- Wavehill Limited.
- WSP UK Limited.

**2. The basis for the selection of these organisations.**

A speculative notice announcing Welsh Government's intention to procure the research was issued 7th October 2025 on Sell 2 Wales (attached as DOC 1).

The Speculative Notice stated:

*“Welsh Government is looking to invite suppliers to bid through a Quick Quotes process. Please indicate that you would be interested in bidding for this work, and all those who have expressed an interest will be invited to bid for this work.”*

All suppliers that replied to the Speculative Notice, expressing an interest in bidding for the work were invited by Welsh Government to bid.

Please also find attached a list of organisations who received alerts for this opportunity (attached as DOC 2), this includes Miller Research at line 556 of the spreadsheet.

**3. Whether organisations will be able to self-identify as requiring the skills and expertise for user research contracts in future, and how to do this.**

Organisations can self-identify the necessary skills and expertise to conduct user research contracts for Welsh Government by:

- Registering against the relevant commodity/service codes for research services on procurement portals and frameworks used by Welsh Government. Example Commodity Codes are included in Doc 1 – Travel for All User Research Speculative Notice attached.
- Submitting bids that meet the evidence requirements set out in the Technical and Commercial criteria in the ITT issued, that demonstrates their ability to meet the requirements of the research specification.

**4. The tender submission of the winning bidder not including the commercial response/price.**

The tender submission of the winning bid is attached as DOC 3.

Sections of the Technical Response have been redacted in line with Section 43(2) of the Freedom of Information Act 2000, as disclosure would be likely to prejudice the commercial interests of the successful bidder.

The Technical Response contains detailed information relating to the methodological approach, recruitment infrastructure, analytical frameworks and operational delivery of the successful bidder. These approaches reflect intellectual property, technical capabilities and ways of working developed by the successful bidder over many years and are not publicly known.

If this information were disclosed, competitors could replicate the approach, methodologies and delivery structure of the successful bid in future tender exercises, weakening the competitive position and potentially resulting in material financial loss for the successful bidder. Disclosure would also allow competitors to better anticipate the strategic and methodological responses of the successful bidder in future procurement exercises, giving them an unfair advantage.

**Next steps**

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit,  
Welsh Government,

Cathays Park,  
Cardiff,  
CF10 3NQ.

or Email: [Freedomofinformation@gov.wales](mailto:Freedomofinformation@gov.wales)

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF.

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely