



If communication is to change behaviour it must be grounded in the desires and interests of the receivers.



Aristotle

Who we are

The Central Office of Information (COI) is the government's communications agency. We support government departments in delivering communication campaigns that affect lives.

With a turnover of more than £22m last year, COI Research is at the forefront of research into topical issues and new methodologies to reach diverse audiences. In the last year alone we commissioned over 600 research projects, ranging from small-scale literature reviews to large integrated campaign tracking studies.

Campaigns such as *Our future. It's in our hands* for the Learning and Skills Council, *Talk to Frank* for the Home Office and *Act on CO₂* for the Department for Environment, Food and Rural Affairs and Department for Transport are just some of the memorable campaigns that we've helped government departments deliver.

What we do

COI commissions market research via a framework. This framework allows us to commission agencies to compete for government and public sector work without having to go through a lengthy procurement process for every contract.

We are now in the process of reviewing our current framework which expires at the end of 2008 and are looking for research agencies that are not only fantastic at what they do but that can bring something new to the table.

Do you have what it takes?

Can your agency provide high quality thinking, insights and creative research solutions that work across diverse target audiences and can offer value for money? Are you keen to work on topics that make a real difference?

We are looking for agencies that can supply desk research, any part of the whole spectrum of qualitative and quantitative methodologies, and deliberative engagement.

How to apply

If you think you have what it takes to become part of our framework, you can find out more by emailing your details to procurement@coi.gsi.gov.uk