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Tender

002350 British Library Audience Map and Segmentation Development Project

British Library

F02: Contract notice

Notice identifier: 2024/S 000-007492

Procurement identifier (OCID): ocds-h6vhtk-0446c5

Published 8 March 2024, 12:05pm

Section I: Contracting authority

I.1) Name and addresses

British Library

British Library, 96 Euston Road

London

NW1 2dDB

Email

nikki.drydale@bl.uk

Telephone

+44 1937546146

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.bipsolutions.com>

Buyer's address

www.bl.uk

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Market-research-services./977KN4V47Y>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Recreation, culture and religion

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

002350 British Library Audience Map and Segmentation Development Project

II.1.2) Main CPV code

- 79310000 - Market research services

II.1.3) Type of contract

Services

II.1.4) Short description

The British Library is issuing this brief for the development of a new segmentation and audience Map to help inform how it broadens and deepens audience and user engagement. The audience map will be shared across the British Library to help all departments to have a shared and common approach to how they think about and engage specific audiences.

II.1.5) Estimated total value

Value excluding VAT: £130,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

The British Library is issuing this brief for the development of a new segmentation and audience Map to help inform how it broadens and deepens audience and user engagement. The audience map will be shared across the British Library to help all departments to have a shared and common approach to how they think about and engage specific audiences.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £130,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

12

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2.14) Additional information

To respond to this opportunity please click here: <https://www.delta-sourcing.com/respond/977KN4V47Y>

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

12 April 2024

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

18 April 2024

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Market-research-services./977KN4V47Y>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/977KN4V47Y>

GO Reference: GO-202438-PRO-25452735

VI.4) Procedures for review

VI.4.1) Review body

British Library

96 Euston Road

London

NW1 2db

Email

nkki.Drydale@bl.uk

Telephone

+44 1937546146

Country

United Kingdom