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Tender

Insight Framework for Customer Intelligent and Strategic Insight

ORDNANCE SURVEY LIMITED

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-011027

Procurement identifier (OCID): ocds-h6vhtk-04f831

Published 25 March 2025, 9:09am

Scope

Reference

BS.0543

Description

Ad hoc services for insight companies to manage the fast-paced pieces of work for Customer intelligence

Commercial tool

Establishes a framework

Total value (estimated)

- £750,000 excluding VAT
- £900,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 17 June 2025 to 17 June 2028
- Possible extension to 17 June 2029
- 4 years, 1 day

Description of possible extension:

12 month potential extension at discretion of OS

Main procurement category

Services

CPV classifications

- 79342311 - Customer satisfaction survey
- 73110000 - Research services

Lot constraints

Description of how multiple lots may be awarded:

Both lots may be awarded to same supplier if they achieve highest score in both lots

Lot LOT-0001. Strategic, Business and Government Insights

Description

LOT 1 covers strategic research with outdoor active consumers in Great Britain; to help identify new market,

product or customer opportunities AND tactical and strategic research with businesses (Partners and commercial

organisations) and Public Sector organisations. Please see Appendix 1 lot 1 specification for full details.

Lot value (estimated)

- £450,000 excluding VAT
- £540,000 including VAT

Framework lot values may be shared with other lots

Same for all lots

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

Lot LOT-0002. Leisure Customer Insights

Description

LOT 2 covers tactical research with outdoor active consumers in Great Britain; to improve the customers

experience, increase customer understanding, grow the user base for existing product types and enhance or

improve existing products.

Lot value (estimated)

- £300,000 excluding VAT
- £360,000 including VAT

Framework lot values may be shared with other lots

Same for all lots

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

Framework

Maximum number of suppliers

Unlimited

Maximum percentage fee charged to suppliers

0%

Framework operation description

Direct award to supplier on each lot when requirements are identified, call-off off to determine scope of each project.

Award method when using the framework

Without competition

Contracting authorities that may use the framework

Establishing party only

Participation

Legal and financial capacity conditions of participation

Lot LOT-0001. Strategic, Business and Government Insights

Lot LOT-0002. Leisure Customer Insights

Please see tender documents for full details

Technical ability conditions of participation

Lot LOT-0001. Strategic, Business and Government Insights

Lot LOT-0002. Leisure Customer Insights

Please see tender documents for full details

Submission

Enquiry deadline

11 April 2025, 6:00pm

Submission type

Tenders

Tender submission deadline

21 April 2025, 1:00pm

Submission address and any special instructions

All tenders must be submitted via the OS InTend platform at the following address: <https://intendhost.co.uk/os/aspx/Home>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

17 June 2025

Recurring procurement

Publication date of next tender notice (estimated): 1 February 2029

Award criteria

Name	Description	Type
Simple description	Full details of award criteria can be found in the Instructions for Tendering Document	Price

Weighting description

Full details of award criteria can be found in the Instructions for Tendering Document

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

Presentation stage for top two suppliers in each lot, full details in tender documents.

Justification for not publishing a preliminary market engagement notice

Pre-Market engagement not required for this procurement.

Documents

Associated tender documents

<https://in-tendhost.co.uk/os/aspx/Home>

All tender documents can be accessed by registering on the OS InTend platform at the above address.

Contracting authority

ORDNANCE SURVEY LIMITED

- Companies House: 09121572

Explorer House Adanac Drive

Southampton

SO16 0AS

United Kingdom

Email: procurementgroup@os.uk

Region: UKJ36 - Central Hampshire

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)