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Contract

## **Audience Segmentation Refresh UID 120**

Historic England

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-012804

Procurement identifier (OCID): ocds-h6vhtk-05f5dd ([view related notices](#))

Published 12 February 2026, 11:52am

### **Scope**

### **Reference**

UID 120

### **Description**

Historic England last refreshed its audience segmentation system in 2021, to enable wider application across the organisation and to better align with digital and professional audiences. The segmentation system is now embedded into the work Historic England does across public engagement and communications. We have also shared the segments with other arts, culture and heritage organisations as a tool to support inclusive audience engagement as part of our sector leadership role.

Four years on, both society and Historic England's Strategic Priorities have evolved. We are looking for an agency to refresh the data our segments are built on, to ensure our segments are up to date both societally and organisationally, and align with Government Communication Service (GCS) principles for effective, evidence-based communications and behavioural insight.

## **Contract 1. Audience Segmentation Refresh UID 120**

### **Supplier**

- [Morris Hargreaves McIntyre](#)

### **Contract value**

- £30,000 excluding VAT
- £36,000 including VAT

Below the relevant threshold

### **Date signed**

11 February 2026

### **Contract dates**

- 11 February 2026 to 14 April 2026
- 2 months, 4 days

### **Main procurement category**

Services

## CPV classifications

- 79310000 - Market research services

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## Procedure

### Procedure type

Below threshold - open competition

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## Supplier

### **Morris Hargreaves McIntyre**

Office 2.01b, 1 Silk Street, Colony

Manchester

M4 6LZ

United Kingdom

Email: [mhmbd@mhminsight.com](mailto:mhmbd@mhminsight.com)

Region: UKD33 - Manchester

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

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## Contracting authority

### Historic England

- Public Procurement Organisation Number: PXLY-5862-RMML

The Engine House

Swindon

SN22EH

United Kingdom

Contact name: Jagger Biggs

Email: [procurement-he@historicengland.org.uk](mailto:procurement-he@historicengland.org.uk)

Website: <http://www.historicengland.org.uk>

Region: UKK14 - Swindon

Organisation type: Public authority - sub-central government