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Tender

Point Of Sales

ORDNANCE SURVEY LIMITED

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

Notice identifier: 2026/S 000-013348

Procurement identifier (OCID): ocds-h6vhtk-0653bd

Published 13 February 2026, 11:45am

Scope

Reference

BS.0553

Description

Ordnance Survey (OS) is Great Britain's National Mapping Service, providing the trusted location data that supports everyday life – from transport and utilities to housing, logistics, and public services. OS also inspires outdoor exploration through the award-winning OS Maps app and a range of leisure products, including guidebooks and printed maps.

At the heart of OS's capability is the National Map, a continually updated database of more than 600 million geospatial features. This world-leading intelligence enables better decision-making across business, government, and the public sector.

OS Consumer brings this expertise directly to the public, strengthening brand relevance and driving growth across digital and physical touchpoints. High-quality point-of-sale (POS) materials play an important role in delivering strong product visibility and an engaging retail experience for OS's paper maps, guidebooks, and leisure products.

OS is seeking a supplier to manage the end-to-end production, storage, and distribution of POS fixtures across its retail and wholesale estate. This includes manufacturing new fixtures, storing larger POS units, managing inventory, and distributing materials to partners across Great Britain.

In February 2027, OS will launch two new compact paper map series printed on durable, water-resistant material. Alongside this, OS will implement an updated brand language that must be consistently applied across all POS solutions. These changes require a redesign of OS's POS approach to maintain or enhance visibility, brand clarity, and customer understanding during the transition.

OS's requirements are therefore structured around two primary areas:

® Business as Usual (BAU): Ongoing POS production, storage, inventory management, and distribution.

® New Series Launch and Rebrand: Delivery of POS support for the new map series and implementation of the updated brand language across the retail estate.

Effective contract delivery will require close collaboration between OS and the appointed supplier, supported by clear communication, performance monitoring, and the flexibility to adapt to evolving retail requirements.

The budget over is: Business as Usual (BAU) services: Up to £40k per year. The New Series Launch and Rebrand (2026/27 financial year) is a one-off project budget of up to £400k. The contract will run for an initial three-year term, with the option to extend for a further two years (3+2). If all extension periods are exercised, the total contract duration will be five years.

Total value (estimated)

- £600,000 excluding VAT
- £720,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 May 2026 to 30 April 2029
- Possible extension to 30 April 2031
- 5 years

Description of possible extension:

The contract term is for 3 years, with an option for an additional 2 year extension, subject to performance.

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

Contract locations

- UK - United Kingdom

Submission

Enquiry deadline

27 February 2026, 12:00pm

Tender submission deadline

11 March 2026, 12:00pm

Submission address and any special instructions

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

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

10 April 2026

Recurring procurement

Publication date of next tender notice (estimated): 1 February 2031

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

Open procedure

Special regime

Concession

Contracting authority

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United Kingdom

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Region: UKJ36 - Central Hampshire

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