

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/015247-2024>

Contract

002350 British Library Audience Map and Segmentation Development Project

British Library

F03: Contract award notice

Notice identifier: 2024/S 000-015247

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

Published 14 May 2024, 10:05am

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.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.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £130,000

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

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-esourcing.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.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-007492](#)

Section V. Award of contract

Contract No

002350

Title

British Library Audience Mapping and Segmentation

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

10 May 2024

V.2.2) Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

More in Common

Norht House, 198 High Street

Tonbridge

TN9 1BE

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

10900540

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £130,000

Total value of the contract/lot: £130,000

Section VI. Complementary information

VI.3) Additional information

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=861732208>

GO Reference: GO-2024514-PRO-26033221

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