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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): ocds-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](mailto: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](http://www.bl.uk)

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Recreation, culture and religion

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**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>

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## **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](#)

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## **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

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## **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

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