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Planning

Geodemographic Segmentation tools

Manchester City Council

UK2: Preliminary market engagement notice - Procurement Act 2023 - view information about notice types

Notice identifier: 2026/S 000-017528

Procurement identifier (OCID): ocds-h6vhtk-065d63

Published 26 February 2026, 3:55pm

Changes to notice

This notice has been edited. The previous version is still available.

updated chest link

Scope

Description

Manchester City Council currently uses a geodemographic segmentation tool to support

analysis, insight, and service planning across multiple departments, including Performance, Research & Intelligence (PRI), Public Health, and Communications.

Segmentation data is used to:

• Produce demographic and behavioural profiles for localities

• Identify vulnerable or priority household types

• Support targeted interventions, outreach and communication planning

• Provide insight into groups that may be under?represented in administrative datasets

• Support work related to deprivation, cost?of?living impact analysis, inequalities, health needs assessments and digital inclusion

• Inform strategic planning through ward?level and locality?level profiling

The Council is exploring the market to understand current products, functionality, data quality, integration options and licensing models, to help shape future procurement activity.

Total value (estimated)

• £50,000 including VAT

Below the relevant threshold

Contract dates (estimated)

• 1 May 2026 to 30 April 2029

• 3 years

Main procurement category

Services

CPV classifications

- 72000000 - IT services: consulting, software development, Internet and support

Contract locations

- UKD33 - Manchester

Engagement

Engagement deadline

13 March 2026

Engagement process description

The Council is using the e-business portal known as the Chest. Applicants will need to register their details at the following link www.the-chest.org.uk . Once registered, applicants will be emailed a log-in and password which will allow them to gain access to the documentation relating to this Preliminary Market Engagement.

Manchester City Council is conducting a preliminary market engagement exercise to assess the capability of the geodemographic segmentation marketplace.

The exercise will assist the Council gather insights in advance of a potential future procurement. Please note this is not a call for competition and Manchester City Council reserves the right not to proceed to procurement.

We would like to invite you to attend a session between March-April 2026 where you can demonstrate your geodemographic segmentation solution. Please let us know of your intention to be included in the demonstrations by completing and submitting the 'Preliminary Market Engagement Questionnaire - Geodemographic Solutions' doc via the E-Procurement platform, CHEST.

A briefing note outlining the demonstrations (and dates planned to undertake these) is provided below. Companies that have registered will also be required to submit a brief questionnaire, enabling the council to understand your capability in this space. This will be used for information purposes only.

https://procontract.due-north.com/Advert?advertId=22a73056-2713-f111-813c-005056b64545&p=e0cc5631-4690-e511-80fb-000c29c9ba21

Contracting authority

Manchester City Council

- Public Procurement Organisation Number: PLNV-8798-LDMP

Town Hall Extension

Manchester

M60 2LA

United Kingdom

Email: procurement@manchester.gov.uk

Website: https://www.manchester.gov.uk/

Region: UKD33 - Manchester

Organisation type: Public authority - sub-central government