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Tender

Media Buying Services Agency

ORDNANCE SURVEY LIMITED

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

Notice identifier: 2025/S 000-019268

Procurement identifier (OCID): ocds-h6vhtk-050d8e ([view related notices](#))

Published 7 May 2025, 8:53am

Scope

Reference

BS.0363

Description

Ordnance Survey Ltd (OS) is Great Britain's mapping agency and is responsible for the surveying, production, maintenance and marketing of a wide range of geographic information, relied on by government, business and individuals. Further information can be found on our website <http://www.os.uk>.

OS is a private limited company (company registration number 09121572), and the entire share capital is owned by the Department for Science, Innovation and Technology.

The purpose of this tender is to find a media agency partner to support Ordnance Survey with creating and delivering successful media strategies, media buying, media optimisation, campaign trafficking and reporting over the two years (with an optional 12month extension) across our consumer (brand, ecommerce, app and retail) and corporate businesses.

Total value (estimated)

- £4,500,000 excluding VAT
- £5,400,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 19 July 2025 to 19 July 2027
- Possible extension to 19 July 2028
- 3 years, 1 day

Description of possible extension:

The contract term is for 2 years, with an option for an additional 12-month extension, subject to performance.

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Contract locations

- UK - United Kingdom

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

16 May 2025, 1:00pm

Submission type

Tenders

Tender submission deadline

2 June 2025, 1:00pm

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 July 2025

Recurring procurement

Publication date of next tender notice (estimated): 2 April 2028

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

Competitive flexible procedure

Competitive flexible procedure description

Presentation stage for three suppliers, full details in the tender documents.

Documents

Associated tender documents

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

All tenders must be submitted via the OS InTend platform at the following address:

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

Contracting authority

ORDNANCE SURVEY LIMITED

- Companies House: 09121572

Explorer House Adanac Drive

Southampton

SO16 0AS

United Kingdom

Contact name: Caroline Eadie

Email: procurementgroup@os.uk

Region: UKJ36 - Central Hampshire

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