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Tender

Surveys for Discrete Choice Experiments (DCE) [NP 309]

Historic England

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

Notice identifier: 2025/S 000-036299

Procurement identifier (OCID): ocids-h6vhtk-05566b ([view related notices](#))

Published 1 July 2025, 10:06am

Scope

Reference

P/REF 00000424

Description

Historic England is seeking an organisation to implement surveys for users and non-users of differing historic venues, and their modern counterparts, as part of a Discrete Choice Experiment (DCE) conducted by Historic England. A DCE is a method used to understand individuals' preferences by presenting them with alternative scenarios and asking them to choose their preferred option. The aim of the study is to understand and quantify public's perceptions towards these historic assets. The budget allocated for this tender is £50,000 (inclusive of VAT), to receive approximately 8,000 respondents across multiple surveys.

The appointed organisation's responsibility is to conduct the surveys as per the specified criteria. All subsequent responsibilities, including analysis, interpretation, and dissemination of the findings, will be undertaken by Historic England.

Total value (estimated)

- £41,666 excluding VAT
- £50,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 11 August 2025 to 1 April 2026
- 7 months, 22 days

Main procurement category

Services

CPV classifications

- 79311000 - Survey services
- 79311200 - Survey conduction services

Submission

Tender submission deadline

28 July 2025, 11:00am

Submission address and any special instructions

This opportunity is being run on Historic England's e-procurement portal InTend. Please use the following link to login or register to view the opportunity - <https://intendhost.co.uk/historicengland.aspx/Home>

Tenders may be submitted electronically

Yes

Award criteria

Price Weighting: 30%

Quality Weighting: 70%

Please see ITT documents for full breakdown.

Procedure

Procedure type

Below threshold - open competition

Contracting authority

Historic England

- Public Procurement Organisation Number: PXLY-5862-RMML

The Engine House

Swindon

SN22EH

United Kingdom

Email: procurement-he@historicengland.org.uk

Region: UKK14 - Swindon

Organisation type: Public authority - central government