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Tender

## **User Experience (Ux) and User Insight Platform**

Ordnance Survey Limited

F02: Contract notice

Notice identifier: 2024/S 000-039954

Procurement identifier (OCID): ocds-h6vhtk-04c72f

Published 11 December 2024, 2:54pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Ordnance Survey Limited

Adanac Drive

Southampton

#### **Email**

[katy.shorrocks@os.uk](mailto:katy.shorrocks@os.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKJ3 - Hampshire and Isle of Wight

#### **Internet address(es)**

Main address

<https://www.ordnancesurvey.co.uk/>

### **I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

Tenders or requests to participate must be submitted to the above-mentioned address

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

Other type

Arms length body

### **I.5) Main activity**

Other activity

Geospatial services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

User Experience (Ux) and User Insight Platform

Reference number

TS.0516

#### **II.1.2) Main CPV code**

- 48000000 - Software package and information systems

### **II.1.3) Type of contract**

Supplies

### **II.1.4) Short description**

Ordnance Survey (OS) is 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 (B2G, B2B, B2C). Further information on OS can be found on our website <http://www.os.uk>. Ordnance Survey Leisure Limited ('OSLL') is the consumer facing subsidiary element of the Ordnance Survey Ltd business. This means that whilst Ordnance Survey Ltd might be procuring and entering the contract, OSLL will also have the right to use the services procured. The Consumer element of OS provides customers with products and services that help make their activity more enjoyable, accessible, and safe. From physical paper maps to outdoor accessories and popular mobile apps. Listening to customers and evolving to meet their needs is key to OS' approach in a rapidly changing world. The Consumer mission is to help more people to get outside more often so they can live longer, st

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.3) Place of performance**

NUTS codes

- UKJ32 - Southampton

### **II.2.4) Description of the procurement**

Ordnance Survey (OS) is 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 (B2G, B2B, B2C). Further information on OS can be found on our website <http://www.os.uk>. OS is focused on a customer centric approach to developing its' products and therefore requires a customer insight platform and a user experience (Ux) monitoring software tool to understand OS' user needs and behaviours and to test viability and value of new ideas and prototypes with a variety of user groups and the general product. The platform will be used by product managers, the Ux team and marketeers across both OS' Consumer and Corporate teams and the results from the surveys undertaken will be used to compile reports and infographics which are to be shared across the Ux team, Consumer, and the wider business at OS. Bidders interested in applying for this opportunity should do so electronically through

In-Tend. Visit <https://in-tendhost.co.uk/os> to access the supplier portal. The tender closes on Monday 20 January 2025 at 12:00.

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Price / Weighting: 30

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

24

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: Yes

Description of options

The contract has the option to extend annually for a further two years, therefore if all extensions were taken the total length of the contract would be for four years (2+1+1).

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

N/A

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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: Yes

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

20 January 2025

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.7) Conditions for opening of tenders**

Date

20 January 2025

Local time

12:00pm

Place

Bids will be electronically sealed until 20/01/2025 at 12:00 noon.

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Courts of Justice

London

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

In accordance with Regulation 86 (notices of decisions to award a contract), Regulation 87 (standstill period) and Regulations 91 (enforcement of duties through the Court) of the Public Contracts Regulations 2015 (as amended).