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Award

## **Insight Framework for Customer Intelligent and Strategic Insight**

ORDNANCE SURVEY LIMITED

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-042092

Procurement identifier (OCID): ocids-h6vhtk-04f831 ([view related notices](#))

Published 22 July 2025, 3:29pm

### **Scope**

### **Reference**

BS.0543

### **Description**

Ordnance Survey Ltd (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.

OS is looking to partner with suppliers to increase our customer and market intelligence using a variety of qualitative and quantitative research techniques and to answer specific business questions about current or potential customers. OS are seeking suppliers that can help drive customer centricity throughout OS enabling employees to connect, understand and act upon customer insights.

The requirement has been split into two lots. This Contract Award Notice is for Lot 1 is for Strategic, Business, and Government Insights with the supplier helping OS grow in more destinations through deepening our understanding of new and existing markets, products

and consumers' needs, wants and expectations by bringing the voice of the customer to life. Lot 1 covers strategic research with outdoor active consumers in Great Britain; to help identify new market, product or customer opportunities and tactical and strategic research with businesses (Partners and commercial organisations) and Public Sector organisations.

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## **Lot LOT-0001. Strategic, Business and Government Insights**

### **Description**

LOT 1 covers strategic research with outdoor active consumers in Great Britain; to help identify new market,

product or customer opportunities AND tactical and strategic research with businesses (Partners and commercial

organisations) and Public Sector organisations. Please see Appendix 1 lot 1 specification for full details.

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### **Contract 1. Insight Framework for Customer Intelligent and Strategic Insight - Lot 1 - Strategic, Business, and Government Insights**

## **Lots**

Lot LOT-0001. Strategic, Business and Government Insights

## **Supplier**

- [White Space Strategy Ltd](#)

## **Contract value**

- £600,000 excluding VAT
- £720,000 including VAT

Above the relevant threshold

## **Award decision date**

22 July 2025

## **Date assessment summaries were sent to tenderers**

22 July 2025

## **Standstill period**

- End: 31 July 2025
- 8 working days

## **Earliest date the contract will be signed**

19 August 2025

### **Contract dates (estimated)**

- 1 September 2025 to 1 September 2028
- Possible extension to 1 September 2029
- 4 years, 1 day

Description of possible extension:

The length of the contract will be for three years with the option to extend for a further 12-months. Therefore, if all extensions were taken, the full length of the contract would be four years.

### **Main procurement category**

Services

### **Options**

The right to additional purchases while the contract is valid.

The length of the contract will be for three years with the option to extend for a further 12-months. Therefore, if all extensions were taken, the full length of the contract would be four years.

### **CPV classifications**

- 73110000 - Research services
- 79342311 - Customer satisfaction survey

- 73210000 - Research consultancy services
- 79310000 - Market research services

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## Information about tenders

### Lot LOT-0001. Strategic, Business and Government Insights

- 2 tenders received
- 1 tender assessed in the final stage:
  - 0 submitted by small and medium-sized enterprises (SME)
  - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 0 suppliers unsuccessful (details included for contracts over £5 million)

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## Submission

### Submission type

Requests to participate

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## Procedure

## Procedure type

Competitive flexible procedure

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## Supplier

### White Space Strategy Ltd

- Companies House: 05535151

60 Great Portland Street

London

W1W 7RT

United Kingdom

Email: [sophie.lyall@whitespacestrategy.com](mailto:sophie.lyall@whitespacestrategy.com)

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Insight Framework for Customer Intelligent and Strategic Insight - Lot 1 - Strategic, Business, and Government Insights

## Contracting authority

### **ORDNANCE SURVEY LIMITED**

- Companies House: 09121572

Explorer House, Adanac Drive

Southampton

SO16 0AS

United Kingdom

Email: [greg.hague@os.uk](mailto:greg.hague@os.uk)

Region: UKJ36 - Central Hampshire

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