

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/042137-2025>

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 000-042137

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

Published 22 July 2025, 4:08pm

Scope

Reference

BS.0543 / Lot 2

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 2 is for Leisure Customer Insights with the supplier helping OS grow in more destinations through deepening our understanding of new and existing customers who want to be active outdoors, and by assessing products and consumers' needs, wants and expectations. Lot 2 covers tactical research with outdoor active consumers in Great Britain; to improve the customers experience, increase customer

understanding, grow the user base for existing product types and enhance or improve existing products.

Commercial tool

Establishes a framework

Lot LOT-0002. Leisure Customer Insights

Description

LOT 2 covers tactical research with outdoor active consumers in Great Britain; to improve the customers

experience, increase customer understanding, grow the user base for existing product types and enhance or

improve existing products.

Contract 2. Insight Framework for Customer Intelligent and Strategic Insight - Lot 2 - Leisure Customer Insights

Lots

Lot LOT-0002. Leisure Customer Insights

Supplier

- WALNUT UNLIMITED LTD

Contract value

- £400,000 excluding VAT
- £480,000 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

18 August 2025

Contract dates (estimated)

- 1 September 2025 to 31 August 2028
- Possible extension to 31 August 2029
- 4 years

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
- 73210000 - Research consultancy services

- 79310000 - Market research services
- 79342311 - Customer satisfaction survey

Contract locations

- UKJ32 - Southampton

Information about tenders

Lot LOT-0002. Leisure Customer Insights

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

Submission

Submission type

Tenders

Procedure

Procedure type

Competitive flexible procedure

Supplier

WALNUT UNLIMITED LTD

- Companies House: 01317137
- Public Procurement Organisation Number: PNFX-2447-RCXR

7-11 Lexington Street

London

W1F 9AF

United Kingdom

Email: ccs.framework@walnutunlimited.com

Website: <http://www.walnutunlimited.com>

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 2. Insight Framework for Customer Intelligent and Strategic Insight - Lot 2 - Leisure Customer Insights

Contracting authority

ORDNANCE SURVEY LIMITED

- Companies House: 09121572
- Public Procurement Organisation Number: PBVY-8911-JNNJ

Explorer House Adanac Drive

Southampton

SO16 0AS

United Kingdom

Email: greg.hague@os.uk

Region: UKJ36 - Central Hampshire

Organisation type: Public authority - central government