

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/051898-2025>

Contract

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

Historic England

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-051898

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

Published 28 August 2025, 11:52am

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.

Contract 1. Surveys for Discrete Choice Experiments (DCE) [NP 309]

Supplier

- [Darmax Research Limited](#)

Contract value

- £34,000 excluding VAT
- £40,800 including VAT

Below the relevant threshold

Date signed

24 August 2025

Contract dates

- 28 August 2025 to 31 March 2026
- 7 months, 4 days

Main procurement category

Services

CPV classifications

- 79311000 - Survey services
- 79311200 - Survey conduction services

Procedure

Procedure type

Below threshold - open competition

Supplier

Darmax Research Limited

Wimborne Minster

Wimborne

BH21 4FJ

United Kingdom

Telephone: 01202121506

Email: jonathan@darmaxresearch.co.uk

Region: UKK25 - Dorset

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Surveys for Discrete Choice Experiments (DCE) [NP 309]

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