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Tender

IWM/2526/APE/3466: Audience Segmentation Development Project for Imperial War Museums

Imperial War Museums

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

Notice identifier: 2025/S 000-052578

Procurement identifier (OCID): ocids-h6vhtk-0590c7

Published 29 August 2025, 4:06pm

Scope

Reference

APE3466

Description

Imperial War Museums (IWM) is seeking a research partner to develop a comprehensive and future-facing audience segmentation system. This new approach will replace our existing segmentation, created in 2015, and will be designed to reflect the full spectrum of IWM's audiences-both current and potential.

The segmentation system should be transformational, enabling IWM to better understand and connect with diverse audience groups. It will inform and enhance decision-making across the organisation, supporting the development and promotion of public programming, exhibitions, events, digital content, and engagement initiatives.

We are looking for a partner who can deliver a bespoke segmentation model that is inclusive, actionable, and embedded across IWM. The model should support teams in communications, marketing, digital, learning, and programming, and help us reach new

audiences while continuing to serve existing ones effectively.

This work will result in:

- A set of audience segments that reflect both engaged and potential audiences.
- A programme of internal engagement to ensure the segmentation is understood, adopted, and used across IWM.
- The successful partner will play a key role in helping IWM build a shared language around audiences, enabling us to deepen our impact and broaden our reach.

Access Code : 45EC6EXH35

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Market-and-economic-research;-polling-and-statistics./45EC6EXH35>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/45EC6EXH35>

Total value (estimated)

- £112,500 excluding VAT
- £135,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 December 2025 to 30 June 2026
- 7 months

Main procurement category

Services

CPV classifications

- 79300000 - Market and economic research; polling and statistics
- 79310000 - Market research services

Contract locations

- UK - United Kingdom

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

22 September 2025, 4:00pm

Tender submission deadline

29 September 2025, 12:00pm

Submission address and any special instructions

<https://www.delta-esourcing.com>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

10 November 2025

Award criteria

Name	Type	Weighting
Value for Money Assessment	Price	20%
Presentation	Quality	20%
Proposed project methodology	Quality	15%
Experience and knowledge of best practice	Quality	15%
Proposed management of contract	Quality	10%
References	Quality	10%

Name	Type	Weighting
Social Value - Equal Opportunity	Quality	5%
Social Value - Wellbeing	Quality	5%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Contracting authority

Imperial War Museums

- Public Procurement Organisation Number: PHRL-5691-LLXM

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London

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United Kingdom

Telephone: 0207 416 5000

Email: erowberry@iwm.org.uk

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - central government