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Contract

Insight Framework for Customer Intelligent and Strategic Insight

ORDNANCE SURVEY LIMITED

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

Notice identifier: 2025/S 000-054154

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

Published 5 September 2025, 10:09am

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 partnering 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 has engaged with 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 Details 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.

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.

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](#)

Contract value

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

Above the relevant threshold

Date signed

16 August 2025

Contract dates

- 18 August 2025 to 17 August 2028
- Possible extension to 17 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
- 79342311 - Customer satisfaction survey
- 73210000 - Research consultancy services
- 79310000 - Market research services

Submission

Submission type

Requests to participate

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Supplier

White Space Strategy

- Companies House: 05535151

60 Great Portland Street

London

W1W 7RT

United Kingdom

Telephone: 01865793800

Email: info@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

Contact name: Russell Speight

Email: russell.speight@os.uk

Region: UKJ36 - Central Hampshire

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