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Tender

## **UK Consumer Segmentation Research**

VisitScotland

F02: Contract notice

Notice identifier: 2025/S 000-070834

Procurement identifier (OCID): ocds-h6vhtk-05d9e2

Published 4 November 2025, 1:12pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

VisitScotland

Waverley Court, 4 East Market Street

Edinburgh

EH8 8BG

#### **Email**

[augustine.toppo@visitscotland.com](mailto:augustine.toppo@visitscotland.com)

#### **Telephone**

+44 1314722222

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<http://www.visitscotland.org>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00118](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00118)

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

[www.publiccontractsscotland.gov.uk](http://www.publiccontractsscotland.gov.uk)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[www.publiccontractsscotland.gov.uk](http://www.publiccontractsscotland.gov.uk)

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

[www.publiccontractsscotland.gov.uk](http://www.publiccontractsscotland.gov.uk)

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

General public services

## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

UK Consumer Segmentation Research

Reference number

VSEH25029

#### **II.1.2) Main CPV code**

- 73000000 - Research and development services and related consultancy services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The overall aim of this research is to update the domestic segmentation model for Scotland and its regions.

#### **II.1.5) Estimated total value**

Value excluding VAT: £120,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 73000000 - Research and development services and related consultancy services
- 73110000 - Research services

#### **II.2.3) Place of performance**

NUTS codes

- UKM - Scotland

Main site or place of performance

Edinburgh

#### **II.2.4) Description of the procurement**

The overall aim of this research is to update the domestic segmentation model for Scotland and its regions.

#### **II.2.5) Award criteria**

Quality criterion - Name: Understanding of the requirement / Weighting: 15

Quality criterion - Name: Overall Research approach and methodology / Weighting: 25

Quality criterion - Name: Innovation and creativity of approach / Weighting: 15

Quality criterion - Name: Applied experience/knowledge of project team / Weighting: 5

Price - Weighting: 40

#### **II.2.6) Estimated value**

Value excluding VAT: £120,000

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

6

This contract is subject to renewal

Yes

Description of renewals

With an option to extend for a further 3 months, if required, which is to be agreed at the time of award

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: Yes

Description of options

With an option to extend for a further 3 months, if required, based on innovation and methodology of the successful tender

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

### **II.2.14) Additional information**

Economic operators may be excluded from this competition if they are in any of the situations referred to in the regulation 58 of the Public Contracts (Scotland) Regulation 2015.

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

List and brief description of selection criteria

VS may seek a Parent Company Guarantee if available.

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VS may carry out independent Financial Credit checks on your organisation. The checks undertaken shall provide VS with information on your organisation's risk rating.

It shall be at VS discretion whether we deem the risk to be unacceptable and therefore may exclude your organisation from being taken any further in the Procurement process.

VS also reserve the right to request further information, if no information can be found within the Credit rating system, or the information is incomplete.

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SPD Question 4B.5.1 – It is a requirement of this contract that bidders hold, or can commit to obtain prior to the commence of any subsequently awarded contract, the types and

levels of insurance indicated below:

Employer's (Compulsory) Liability Insurance in accordance with any legal obligation for the time being in force = 5,000,000(GBP), for any one incident and unlimited in total.

Public Liability Insurance = 2,000,000(GBP) for any one incident and unlimited in total

Professional Liability Insurance=5,000,000(GBP) for any one incident and unlimited in total

Please add details of any other relevant insurance policies you may have, along with the level of cover held.

### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

## **III.2) Conditions related to the contract**

### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

5 December 2025

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

5 December 2025

Local time

1:30pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic payment will be used

### **VI.3) Additional information**

Question 2A.17 – Form of Participation (Notably as part of a group, consortium, joint venture or similar)

Any contract will be entered into with the nominated lead organisation and all members of the consortium, who will in these circumstances each be required to execute said contract together with all ancillary documentation, evidencing their joint and several liabilities in respect of the obligations and liabilities of the contract. It will be for members of the consortium to sort out their respective duties and liabilities amongst each other. For administrative purposes, any associated documentation will be sent to the nominated lead organisation.

Question 2D.1.2 – If a substantial proportion of the work would go to a subcontractor, we may ask for a completed SPD form for those subcontractors (only Sections A and B of Part II and Part III will

be requested). We will advise bidders if we require this information prior to the subcontractor commencing work on the contract.

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at

[https://www.publiccontractsscotland.gov.uk/Search/Search\\_Switch.aspx?ID=814769](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=814769).

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

[https://www.publiccontractsscotland.gov.uk/sitehelp/help\\_guides.aspx](https://www.publiccontractsscotland.gov.uk/sitehelp/help_guides.aspx).

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

(SC Ref:814769)

Download the ESPD document here:

[https://www.publiccontractsscotland.gov.uk/ESPD/ESPD\\_Download.aspx?id=814769](https://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=814769)

## **VI.4) Procedures for review**

### **VI.4.1) Review body**

Sheriff Court (Edinburgh)

27 Chambers Street

Edinburgh

EH1 1LB

Country

United Kingdom