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Contract

## **002397 - Extend the contract for Mosaic Experian segmentation data**

Durham County Council

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

Notice identifier: 2025/S 000-071322

Procurement identifier (OCID): ocds-h6vhtk-05db1f

Published 5 November 2025, 3:08pm

### **Scope**

### **Reference**

002397

### **Description**

Experian provides unique geodemographic segmentation systems for the public sector, applying the principles of geodemography to consumer household and individual data. Culture, Sport and Tourism are using the data to develop services and reduce costs. We need to renew the contract to continue this work. There are no other systems which provide this data and we need to continue to use Mosaic otherwise our ongoing research work would become void which is a waste of time and resource.

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## **Contract 1**

### **Supplier**

- Experian Marketing Services

### **Contract value**

- £40,120.96 excluding VAT
- £48,145.16 including VAT

Below the relevant threshold

### **Date signed**

5 November 2025

### **Contract dates**

- 2 February 2026 to 1 February 2028
- 2 years

### **Main procurement category**

Services

### **CPV classifications**

- 72000000 - IT services: consulting, software development, Internet and support

## **Contract locations**

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

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## **Procedure**

### **Procedure type**

Below threshold - without competition

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## **Supplier**

**Experian Marketing Services**

The Sir John Peace Building, Experian Way, NG2 Business Park

Nottingham

NG80 1ZZ

United Kingdom

Email: [international.procurement@experian.com](mailto:international.procurement@experian.com)

Region: UKF14 - Nottingham

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

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## **Contracting authority**

### **Durham County Council**

- Public Procurement Organisation Number: PMPB-8772-VYWM

Corten House, Dunholme Close

Durham

DH1 5WB

United Kingdom

Email: [ethan.bowman@durham.gov.uk](mailto:ethan.bowman@durham.gov.uk)

Website: <http://www.durham.gov.uk/>

Region: UKC14 - Durham CC

Organisation type: Public authority - sub-central government