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Award

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

Imperial War Museums

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-073486

Procurement identifier (OCID): ocds-h6vhtk-0590c7 ([view related notices](#))

Published 13 November 2025, 12:05pm

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

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=994139057>

Contract 1. IWM/2526/APE/3466: Audience Segmentation Development Project for Imperial War Museums

Supplier

- DJS Research Ltd

Contract value

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

Above the relevant threshold

Award decision date

13 November 2025

Date assessment summaries were sent to tenderers

13 November 2025

Standstill period

- End: 24 November 2025
- 8 working days

Earliest date the contract will be signed

28 November 2025

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

Information about tenders

- 18 tenders received
- 18 tenders assessed in the final stage:
 - 1 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 17 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Open procedure

Supplier

DJS Research Ltd

- Public Procurement Organisation Number: PNCG-6822-MNHH

3 Pavilion Lane, Strines

Stockport

SK6 7GH

United Kingdom

Email: publictenders@djsresearch.com

Region: UKD35 - Greater Manchester South East

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. IWM/2526/APE/3466: Audience Segmentation Development Project for Imperial War Museums

Contracting authority

Imperial War Museums

- Public Procurement Organisation Number: PHRL-5691-LLXM

IWM London, Lambeth Road

London

SE1 6HZ

United Kingdom

Telephone: 0207 416 5000

Email: erowberry@iwm.org.uk

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - central government