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Planning

Creative Content Exchange Pre Market Engagement

Natural History Museum

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-074501

Procurement identifier (OCID): ocds-h6vhtk-05e256 ([view related notices](#))

Published 17 November 2025, 4:05pm

Changes to notice

This notice has been edited. The [previous version](#) is still available.

Scope

Reference

994397042

Description

The UK Government is committed to establishing a Creative Content Exchange (CCE) in the Creative Industries Sector Plan (June 2025). The intention is for the CCE to be a trusted marketplace for selling, buying, licensing, and enabling permitted access to digitised cultural and creative assets.

To test the proof of concept behind the CCE, The Natural History Museum (NHM) in collaboration with UK Research and Innovation (UKRI) and The Department for Culture, Media, and Sport (DCMS) is organising a small, closed pilot.

As part of this NHM is exploring options for procuring a complete platform solution to house the Creative Content Exchange (CCE) for the duration of the pilot. We envisage that this solution will need to comprise:

- a) infrastructure and utilities for effecting the exchange of data and content (text, video, audio, multi-modal) between providers and consumers;
- b) the facility for providers and consumers to enter into licensing and other types of commercial agreements;
- c) the ability to set terms and conditions of use for the CCE that providers and consumers need to adhere to;
- d) facility for a notice and takedown process within an agreed SLA;
- e) human technical support for providers, consumers and the CCE team within agreed SLAs;
- f) training for CCE team on use of the platform in the UK;
- g) agreement that the whole of the CCE and any content or documents stored in it will be located in the UK and governed by UK law;
- h) adequate security to ensure the CCE and any content or documents stored in it will be safe from malicious access;
- i) facility for content providers to make content samples available to consumers;
- j) provision of a sandbox or similar type of test environments;
- k) provision of fine grained access controls for content providers to configure; and
- l) billing, invoicing and payment facility.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=994959912>

Total value (estimated)

- £500,000 excluding VAT
- £600,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 30 January 2026 to 29 January 2027
- 1 year

Main procurement category

Services

CPV classifications

- 48200000 - Networking, Internet and intranet software package
- 48490000 - Procurement software package
- 72200000 - Software programming and consultancy services

Contract locations

- UK - United Kingdom

Engagement

Engagement deadline

28 November 2025

Engagement process description

Please use the following link: <https://forms.office.com/r/cQuLNcBG8M>

These responses will help us to shape the Invitation to Tender.

Participation in this questionnaire is not mandatory or binding and will not affect eligibility for involvement in the tender process.

Contracting authority

Natural History Museum

- Public Procurement Organisation Number: PJJBJ-4723-MZPX

Cromwell Rd, South Kensington

LONDON

SW7 5BD

United Kingdom

Contact name: Lisa Ireland

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Region: UKI33 - Kensington & Chelsea and Hammersmith & Fulham

Organisation type: Public authority - central government