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Award

SEO and ASO Services

ORDNANCE SURVEY LIMITED

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

Notice identifier: 2025/S 000-079116

Procurement identifier (OCID): ocds-h6vhtk-0557c4 ([view related notices](#))

Published 2 December 2025, 5:21pm

Scope

Reference

BS.0513

Description

Ordnance Survey (OS) is Great Britain's National Mapping Service, providing the trusted location data that underpins everyday life. From transport and utilities to housing and logistics, our data supports critical infrastructure, public services, and economic growth. OS also supports the nation getting outside with the award-winning OS Maps app and other OS products, including guidebooks and physical products.

OS maintains the National Map, a vast database of over 600 million geospatial features, updated 20,000 times a day. Our expertise in location intelligence helps businesses, government, and communities make smarter decisions — whether planning sustainable cities, managing climate risks, or improving connectivity — because everything happens somewhere.

As part of the Department for Science, Innovation and Technology (DSIT), we are driving the future of geospatial insights, ensuring Britain remains a leader in location data, and

enabling a better-connected, more efficient, and resilient nation.

This contract has been awarded to Oban Multilingual Strategy Limited to support Ordnance Survey. Oban Multilingual Strategy Limited will deliver an SEO and ASO audit, a Multi-domain SEO and ASO strategy and then provide ongoing SEO services. The contract is for an initial two years (with an optional 12-month extension).

This contract value is up to £450,000. This amount is not guaranteed and will flex depending on the amount.

Contract 1. Search Engine Optimisation (SEO) and App Store Optimisation (ASO) Services

Supplier

- [Oban Multilingual Strategy Limited, trading as Oban International](#)

Contract value

- £450,000 excluding VAT
- £540,000 including VAT

Above the relevant threshold

Award decision date

2 December 2025

Date assessment summaries were sent to tenderers

2 December 2025

Standstill period

- End: 11 December 2025
- 8 working days

Earliest date the contract will be signed

22 December 2025

Contract dates (estimated)

- 5 January 2026 to 4 January 2028
- Possible extension to 4 January 2029
- 3 years

Description of possible extension:

The option for an additional 12-month extension, subject to performance.

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Contract locations

- UK - United Kingdom
-

Information about tenders

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

Submission

Submission type

Tenders

Procedure

Procedure type

Competitive flexible procedure

Special regime

Concession

Supplier

Oban Multilingual Strategy Limited, trading as Oban International

- Companies House: 04696821

Preston Park House

Brighton

BN16SB

United Kingdom

Email: chloemckenna@obaninternational.com

Region: UKJ21 - Brighton and Hove

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Search Engine Optimisation (SEO) and App Store Optimisation (ASO) Services

Contracting authority

ORDNANCE SURVEY LIMITED

- Companies House: 09121572

Explorer House Adanac Drive

Southampton

SO16 0AS

United Kingdom

Contact name: Caroline Eadie

Telephone: +442380055091

Email: caroline.eadie@os.uk

Website: <http://www.os.uk>

Region: UKJ36 - Central Hampshire

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