

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/082704-2025>

Tender

Creative Content Exchange Pre Market Engagement

Natural History Museum

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-082704

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

Published 12 December 2025, 7:05pm

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 respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/FS43583SBT>

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=998627280>

Total value (estimated)

- £500,000 excluding VAT

- £600,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 23 February 2026 to 23 February 2027
- Possible extension to 23 February 2028
- 2 years, 1 day

Description of possible extension:

The Contract may be extended beyond the Initial Term on a maximum of two occasions, for a period of up to 6 months on each occasion (each a "Renewal Period") at NHM's sole discretion, by NHM giving the Contractor not less than one months' notice prior to the expiry of the Initial Term or the Renewal Period (as applicable).

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

Participation

Legal and financial capacity conditions of participation

See ITT

Technical ability conditions of participation

See ITT

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

8 January 2026, 12:00pm

Tender submission deadline

19 January 2026, 12:00pm

Submission address and any special instructions

<https://www.delta-esourcing.com/respond/FS43583SBT>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

17 February 2026

Award criteria

Name	Description	Type	Weighting
Technical	See ITT	Quality	60%
Commercial	See ITT	Price	30%
Social Value	See ITT	Quality	10%

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)
- Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

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

Email: lisa.ireland@theccce.co.uk

Region: UKI33 - Kensington & Chelsea and Hammersmith & Fulham

Organisation type: Public authority - central government