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Tender

Audience Segmentation Refresh UID 120

Historic England

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

Notice identifier: 2025/S 000-082957

Procurement identifier (OCID): ocds-h6vhtk-05f5dd ([view related notices](#))

Published 15 December 2025, 2:34pm

Scope

Description

Historic England last refreshed its audience segmentation system in 2021, to enable wider application across the organisation and to better align with digital and professional audiences. The segmentation system is now embedded into the work Historic England does across public engagement and communications. We have also shared the segments with other arts, culture and heritage organisations as a tool to support inclusive audience engagement as part of our sector leadership role.

Four years on, both society and Historic England's Strategic Priorities have evolved. We are looking for an agency to refresh the data our segments are built on, to ensure our segments are up to date both societally and organisationally, and align with Government Communication Service (GCS) principles for effective, evidence-based communications and behavioural insight.

Total value (estimated)

- £30,000 excluding VAT

- £36,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 26 January 2026 to 31 March 2026
- 2 months, 6 days

Main procurement category

Services

CPV classifications

- 79310000 - Market research services
- 79311400 - Economic research services
- 79315000 - Social research services

Submission

Enquiry deadline

19 December 2025, 9:30am

Tender submission deadline

16 January 2026, 9:30am

Submission address and any special instructions

<https://in-tendhost.co.uk/historicengland/asp/Home>

Tenders may be submitted electronically

Yes

Award criteria

Price weighting 30% Quality weighting 70%

Procedure

Procedure type

Below threshold - open competition

Contracting authority

Historic England

- Public Procurement Organisation Number: PXLY-5862-RMML

The Engine House

Swindon

SN22EH

United Kingdom

Contact name: Jagger Biggs

Email: procurement-he@historicengland.org.uk

Website: <http://www.historicengland.org.uk>

Region: UKK14 - Swindon

Organisation type: Public authority - sub-central government