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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

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

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## **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

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## **Award criteria**

Price weighting 30% Quality weighting 70%

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## **Procedure**

### **Procedure type**

Below threshold - open competition

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## **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](mailto:procurement-he@historicengland.org.uk)

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

Region: UKK14 - Swindon

Organisation type: Public authority - sub-central government