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Tender

## **Marketing Suite (TPR Comms management platform)**

The Pensions Regulator

F02: Contract notice

Notice identifier: 2025/S 000-000452

Procurement identifier (OCID): ocds-h6vhtk-04ce18

Published 8 January 2025, 10:36am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

The Pensions Regulator

Telecom House

BRIGHTON

BN16AF

#### **Email**

[acommercial@tpr.gov.uk](mailto:acommercial@tpr.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKJ21 - Brighton and Hove

#### **Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.thepensionsregulator.gov.uk/>

**I.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained at

<https://thepensionsregulator.bravosolution.co.uk/web/login.shtml>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://thepensionsregulator.bravosolution.co.uk/web/login.shtml>

**I.4) Type of the contracting authority**

Other type

Arms Length Public Body

**I.5) Main activity**

Other activity

Regulator

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Marketing Suite (TPR Comms management platform)

Reference number

TPR1954

#### **II.1.2) Main CPV code**

- 48000000 - Software package and information systems

#### **II.1.3) Type of contract**

Supplies

#### **II.1.4) Short description**

The Pensions Regulator requires a marketing suite (a SaaS based platform/solution to replace the current solution architecture) which TPR's Automatic Enrolment (AE) Comms team can use to create, edit, publish and produce all official direct to employer outbound email, whitemail and SMS. The marketing suite also

needs to allow users to segment the email, whitemail and SMS templates into various mailing lists which then can be used to design, execute and monitor workflow funnels for all files.

Please note that whilst initially the team using this solution will be TPR's AE Comms team, there is the possibility that the solution will be adopted by additional TPR teams during the Contract Period.

The suite must process data selections from TPR's CRM system which is currently Microsoft Dynamics 365 (please note TPR's CRM solution may change during the Contract Period) which create files that are processed both manually and in an automated fashion to TPR's communication channel provider(s). The

file processing must take place in a timely fashion running in real time and to ensure TPR's communication channel provider(s) can issue communications according to agreed scheduling.

More information is available within the procurement documents.

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 48000000 - Software package and information systems

### **II.2.3) Place of performance**

NUTS codes

- UKJ - South East (England)

Main site or place of performance

Brighton

### **II.2.4) Description of the procurement**

See II.1.4. For further information please refer to the Guidance document uploaded on the e-Sourcing portal, for access please refer to instructions in VI.3.

### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £250,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Start date

23 June 2025

End date

30 June 2028

This contract is subject to renewal

Yes

#### Description of renewals

A maximum of 2 x 12 month optional extension periods, subject to Supplier agreement.

The Start and End dates above include an implementation period which will run from the 23/06/2025 - 30/06/2026.

#### **II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 5

Objective criteria for choosing the limited number of candidates:

Please see further details in the attached guidance document.

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: Yes

#### Description of options

Following the initial contract period, and subject to minimum notice being provided as per contract, the Buyer may choose to extend the contract by 2 x 12 month periods, reviewed annually and subject to

Supplier agreement via the agreed change/variation process.

#### **II.2.14) Additional information**

Please note the estimated value shown here is per annum, this does not include the Implementation Period.

More detail can be found in the procurement documents.

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

As stated in the procurement documents.

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

As stated in the procurement documents.

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

7 February 2025

Local time

5:00pm

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

3 March 2025

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 4 (from the date stated for receipt of tender)

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

All companies wishing to take part in this opportunity must confirm to the following email address that they are registered on our e-Sourcing portal in order to be given access the procurement documents.

In your confirmation you must include, the reference number TPR1594 in the subject line of the email, the company name you have registered with, the email address and the contact name linked to the account.

[acommercial@tpr.gov.uk](mailto:acommercial@tpr.gov.uk)

To register:

1. Follow the link here: <https://thepensionsregulator.bravosolution.co.uk/web/login.shtml>
2. Click 'Register Now' (this is only required once)
3. Accept the terms and conditions and click 'Continue'
4. Enter your business and user details
5. Note the username you chose and click 'Save' when complete
6. You will shortly receive an email with your unique password (please keep this secure).

Please note, more than one email address can be added to enable multiple users to receive notifications



from the portal.

## **VI.4) Procedures for review**

### **VI.4.1) Review body**

Public Procurement Review Service

Cabinet Office

London

Email

[Publicprocurementreview@cabinetoffice.gov.uk](mailto:Publicprocurementreview@cabinetoffice.gov.uk)

Country

United Kingdom

Internet address

<https://www.gov.uk/government/publications/public-procurement-review-service-scope-and-remit>