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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

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

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.

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.

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)

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

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

Country

United Kingdom

Internet address

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