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Tender

Leisure Member Bespoke Customer Journey Communication System

BLACKPOOL COUNCIL

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

Notice identifier: 2026/S 000-004523

Procurement identifier (OCID): ocds-h6vhtk-06093c

Published 19 January 2026, 4:57pm

Scope

Description

Active Blackpool are seeking a partnership with an external company to work with the service to create and deliver bespoke customer journey communication to drive participation in physical activity and increase commercial revenue.

The successful bidder will be required to gain a full understanding of Active Blackpool's service and objectives and how the bespoke customer journey will form an important part achieving these aims.

The aim of implementation would be to utilise existing available datasets to identify individual member usage and preferences and use API's to channel this data into centralised system. This system would then be used to create automated processes to ensure appropriate communications are sent out to individual members.

Total value (estimated)

- £235,200 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 April 2026 to 31 March 2028
- Possible extension to 31 March 2030
- 4 years

Description of possible extension:

There is the option to extend the term incrementally for a further 12 + 12 months subject to satisfactory contract review and budget availability.

Options

The right to additional purchases while the contract is valid.

Potentially:

Addition of a new customer journey during the course of the contract term

Addition of new touch point communication within an existing customer journey

Amendments to content of an existing customer touch point communication

Addition of API integration with a new leisure software provider

Main procurement category

Services

CPV classifications

- 72268000 - Software supply services

Contract locations

- UKD42 - Blackpool

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

12 February 2026, 12:00pm

Tender submission deadline

19 February 2026, 12:00pm

Submission address and any special instructions

Submissions must be made electronically via Blackpool Council's Procurement Portal ProActis: The Chest - <https://procontract.due-north.com/>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

18 March 2026

Award criteria

Name	Description	Type	Weighting
Quality		Quality	50%
Price		Price	30%
Social Value	Social Value	Quality	20%

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Contracting authority

BLACKPOOL COUNCIL

- Public Procurement Organisation Number: PHHB-5249-RZVD

PO Box 11, Town Hall

Blackpool

FY1 1NB

United Kingdom

Email: FTSprocurementnotices@blackpool.gov.uk

Website: <https://www.blackpool.gov.uk>

Region: UKD42 - Blackpool

Organisation type: Public authority - sub-central government

