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Tender

## **CPC Marketing Automation Platform**

Connected Places Catapult

F02: Contract notice

Notice identifier: 2025/S 000-011577

Procurement identifier (OCID): ocds-h6vhtk-04f98e

Published 27 March 2025, 2:21pm

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

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

Connected Places Catapult

1 Sekforde Street

London

EC1R 0BE

#### **Contact**

Procurement Team

#### **Email**

[procurement@cp.catapult.org.uk](mailto:procurement@cp.catapult.org.uk)

#### **Telephone**

+44 2079525111

#### **Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://procontract.due-north.com/Register>

Buyer's address

<http://cp.catapult.org.uk>

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://procontract.due-north.com/Register>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://procontract.due-north.com/Register>

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

Other type

Charity

**I.5) Main activity**

Other activity

Transportation

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## **Section II: Object**

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

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

CPC Marketing Automation Platform

Reference number

DN769489

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

- 72200000 - Software programming and consultancy services

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

Services

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

This ITT refers explicitly to the supply of (Detail the product/service required. This section should explain exactly and in detail what the requirements are)

The key aims of the new contract will be to:

- Deliver a marketing automation platform that integrates with CPC's current CRM (D365) allowing us to automate our marketing activities
- Deliver a marketing first platform that can be easily used by the marketing team to organise and run all of their marketing activities across all channels
- Allow the CPC marketing team to manage Events and easily integrate with 3rd party event platforms (Zoom, Cvent, Airmeeet)

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

This contract is divided into lots: No

## **II.2) Description**

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

NUTS codes

- UK - United Kingdom

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

This ITT refers explicitly to the supply of (Detail the product/service required. This section should explain exactly and in detail what the requirements are)

The key aims of the new contract will be to:

- Deliver a marketing automation platform that integrates with CPC's current CRM (D365) allowing us to automate our marketing activities
- Deliver a marketing first platform that can be easily used by the marketing team to organise and run all of their marketing activities across all channels
- Allow the CPC marketing team to manage Events and easily integrate with 3rd party event platforms (Zoom, Cvent, Airmeet)

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

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

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

End date

30 April 2026

This contract is subject to renewal

No

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

Variants will be accepted: No

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

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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

If interested, please register at link below if not already registered and Express an Interest on this project and you will be able to download the tender documents -

<https://procontract.due-north.com/Register>

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## Section IV. Procedure

### IV.1) Description

#### IV.1.1) Type of procedure

Open procedure

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

The procurement is covered by the Government Procurement Agreement: No

### IV.2) Administrative information

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

Date

14 April 2025

Local time

12:00pm

#### 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: 3 (from the date stated for receipt of tender)

#### IV.2.7) Conditions for opening of tenders

Date

14 April 2025

Local time

12:00pm

Place

Online

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

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

Royal Courts of Justice

London

Country

United Kingdom