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Award

Leisure Member Bespoke Customer Journey Communication System

BLACKPOOL COUNCIL

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-022036

Procurement identifier (OCID): ocds-h6vhtk-06093c ([view related notices](#))

Published 11 March 2026, 5:32pm

Scope

Description

Active Blackpool have undertaken an Open Tender to seek 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.

It is anticipated that the value will be £235,200 including VAT over the duration of the contract.

Contract 1

Supplier

- CORNERSTONE DESIGN & MARKETING LIMITED

Contract value

- £235,200 including VAT

Above the relevant threshold

Award decision date

6 March 2026

Date assessment summaries were sent to tenderers

10 March 2026

Standstill period

- End: 23 March 2026
- 8 working days

Earliest date the contract will be signed

24 March 2026

Contract dates (estimated)

- 1 April 2026 to 31 March 2028

- Possible extension to 31 March 2030
- 4 years

Description of possible extension:

The contract may be extended for a further 1 year plus 1 year subject to satisfactory contract review and budget availability.

Main procurement category

Services

Options

The right to additional purchases while the contract is valid.

The system may require updates through out its lifetime for example:

- Addition of a new customer journey during the course of the contract term
- Addition of new touch point communication within an existing customer journey
- Ammendment to content of an existing customer touch point communication
- Addition of API integration with a new leisure software provider

CPV classifications

- 72268000 - Software supply services

Contract locations

- UKD42 - Blackpool

Information about tenders

- 12 tenders received
- 12 tenders assessed in the final stage:
 - 11 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 11 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Open procedure

Supplier

CORNERSTONE DESIGN & MARKETING LIMITED

- Companies House: 07203931
- Public Procurement Organisation Number: PZVQ-1745-MHZX

Acorn Street

Oldham

OL4 3PD

United Kingdom

Email: clients@cornerstonedm.co.uk

Website: <https://cornerstonedm.co.uk>

Region: UKD37 - Greater Manchester North East

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

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