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Planning

Email Marketing & Automation Platform

Together Housing Association Limited

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-039692

Procurement identifier (OCID): ocds-h6vhtk-055ec3

Published 14 July 2025, 3:13pm

Scope

Description

THA are seeking to engage with suppliers in connection with the delivery of an email marketing and automation platform. THA are seeking to expand our understanding of the market, the available solutions and functionality of those solutions, as well as the likely costs associated with these services. THA anticipate that tendering activity will take place in the future. To help inform our understanding, please complete and return our preliminary market engagement questionnaire, which can be requested from thg.procurement@togetherhousing.co.uk.

Contract dates (estimated)

- 1 August 2026 to 31 July 2029
- Possible extension to 31 July 2030

- 4 years

Main procurement category

Goods

CPV classifications

- 48481000 - Sales or marketing software package

Contract locations

- UKC - North East (England)
 - UKD - North West (England)
 - UKE - Yorkshire and the Humber
 - UKF - East Midlands (England)
 - UKG - West Midlands (England)
 - UKH - East of England
 - UKI - London
 - UKJ - South East (England)
 - UKK - South West (England)
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Engagement

Engagement deadline

12 September 2025

Engagement process description

At this stage, THA is seeking responses to our engagement questionnaire. Interested suppliers should email thg.procurement@togetherhousing.co.uk expressing their interest in this market engagement process in order to receive a copy of the questionnaire for completion.

The deadline date for submission of questionnaires is 12th September 2025. Completed questionnaires should be submitted to thg.procurement@togetherhousing.co.uk.

THA may conduct meetings following the receipt of questionnaire responses and may also host collective engagement sessions, such as webinars or supplier days.

Participation

Particular suitability

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

Publication date of tender notice (estimated)

17 November 2025

Contracting authority

Together Housing Association Limited

- Charity Commission (England and Wales): 28687R
- Public Procurement Organisation Number: PQJG-5434-MPPM

Bull Green House

Halifax

HX1 2EB

United Kingdom

Email: thg.procurement@togetherhousing.co.uk

Region: UKE44 - Calderdale and Kirklees

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)