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Award

Salesforce CRM and Housing Management solution Licences

Cardiff Community Housing Association (CCHA) Limited

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-041178

Procurement identifier (OCID): ocds-h6vhtk-0561db ([view related notices](#))

Published 18 July 2025, 9:45am

Scope

Reference

CCHA-(2025-2026)-008

Description

The wider development of new CRM and Housing Management solution software licenses & support services supplied by Salesforce in accordance with schedule 5, 2(a) and 7(a),(b) Procurement Act 2023.

Contract 1. CRM and New Housing Management system - Salesforce

Supplier

- [SALESFORCE UK LIMITED](#)

Contract value

- £478,800 excluding VAT
- £574,560 including VAT

Above the relevant threshold

Earliest date the contract will be signed

31 July 2025

Contract dates (estimated)

- 1 August 2025 to 31 March 2030
- Possible extension to 31 March 2035
- 9 years, 8 months

Description of possible extension:

The option to extend will be for an additional 5 years at the sole discretion of the client.

Main procurement category

Goods

Options

The right to additional purchases while the contract is valid.

Acquire more licenses depending on requirements and staff increase numbers

CPV classifications

- 48000000 - Software package and information systems

Contract locations

- UKL14 - South West Wales

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Other information

Description of risks to contract performance

N/A

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Prototypes and development

This award is to support the implementation of Salesforce licenses for CRM and Housing Management solution which will be tailored for the entire business providing exclusivity of the bespoke solution for the business and ensuring compatibility with existing systems and equipment.

Any variance would create disproportionate technical challenges in operation or maintenance which would impact on business operations and not demonstrate commercial value or provide the most economically advantageous outcome.

Supplier

SALESFORCE UK LIMITED

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London

EC2N 4AY

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Email: Fashwood@salesforce.com

Website: <http://www.salesforce.com>

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. CRM and New Housing Management system - Salesforce

Contracting authority

Cardiff Community Housing Association (CCHA) Limited

- Companies House: IP21667R

Tolven Court, Dowlais Road

Cardiff

CF24 5LQ

United Kingdom

Contact name: Monia Lisa Carvalho

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Region: UKL22 - Cardiff and Vale of Glamorgan

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

Devolved regulations that apply: Wales