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Contract

Subscription - lead generation service, reviews service and job service

Anchor Hanover Group

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-043776

Procurement identifier (OCID): ocds-h6vhtk-0567de

Published 29 July 2025, 11:14am

Scope

Reference

C6950

Description

Tomorrow's Guide are a leading website publisher and marketing & reviews software as a service (SaaS) providers to promote Anchor's Care homes on [Carehome.co.uk](https://carehome.co.uk).

Contract 1

Supplier

- Tomorrow's Guide Limited

Contract value

- £97,488 excluding VAT
- £116,986 including VAT

Below the relevant threshold

Date signed

12 May 2025

Contract dates

- 13 May 2025 to 12 May 2026
- 1 year

Main procurement category

Services

CPV classifications

- 79980000 - Subscription services

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)
-

Procedure

Procedure type

Below threshold - unknown

Supplier

Tomorrow's Guide Limited

Unit 1 Station Yard, Station Road

Hungerford

RG17 0DY

United Kingdom

Email: info@tomorrows.co.uk

Region: UKJ11 - Berkshire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

Anchor Hanover Group

- Mutuals Public Register: 7843
- Public Procurement Organisation Number: PYBH-1339-MTCJ

2 Godwin Street

Bradford

BD1 2ST

United Kingdom

Email: allen.norman@anchor.org.uk

Region: UKE41 - Bradford

Organisation type: Public authority - sub-central government