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Contract

Ongoing Maintenance for Suite CRM for the Made Smarter East of England Programme - S522305

Norfolk County Council

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

Notice identifier: 2025/S 000-055714

Procurement identifier (OCID): ocds-h6vhtk-05985f

Published 11 September 2025, 11:01am

Scope

Reference

PA00003290

Description

The Made Smarter Adoption (East of England) programme is delivered by a partnership led by Norfolk County Council which is the accountable body for the programme. The programme is delivered in the East of England area (Norfolk, Suffolk, Cambridgeshire, Bedfordshire, Hertfordshire and Essex) during the period of April 2025 - March 2026. Beneficiaries of the programme are SMEs of the manufacturing sector.

Contract 1

Supplier

- Free Rein Limited

Contract value

- £40,000 excluding VAT
- £48,000 including VAT

Below the relevant threshold

Date signed

31 March 2025

Contract dates

- 1 April 2025 to 31 March 2029
- 4 years

Main procurement category

Goods

CPV classifications

- 48000000 - Software package and information systems

Procedure

Procedure type

Below threshold - unknown

Supplier

Free Rein Limited

Hadleigh Enterprise Park,Crockatt Road

Hadleigh

IP7 6RJ

United Kingdom

Email: accounts@free-rein.net

Region: UKH14 - Suffolk

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

Norfolk County Council

- Public Procurement Organisation Number: PDYH-3246-XWTR

County Hall, Martineau Lane

Norwich

NR1 2DH

United Kingdom

Email: sourcingteam@norfolk.gov.uk

Region: UKH15 - Norwich and East Norfolk

Organisation type: Public authority - sub-central government