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Contract

CPC Marketing Automation Platform

Connected Places Catapult

F03: Contract award notice

Notice identifier: 2025/S 000-061097

Procurement identifier (OCID): ocds-h6vhtk-04f98e

Published 30 September 2025, 7:03pm

Section I: Contracting authority

I.1) Name and addresses

Connected Places Catapult

1 Sekforde Street

London

EC1R 0BE

Contact

Procurement Team

Email

procurement@cp.catapult.org.uk

Telephone

+44 2079525111

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<http://cp.catapult.org.uk>

Buyer's address

<http://cp.catapult.org.uk>

I.4) Type of the contracting authority

Other type

Not for Profit

I.5) Main activity

Other activity

Transportation

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

CPC Marketing Automation Platform

Reference number

DN769489

II.1.2) Main CPV code

- 72200000 - Software programming and consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

This ITT refers explicitly to the supply of (Detail the product/service required. This section should explain exactly and in detail what the requirements are)

The key aims of the new contract will be to:

- Deliver a marketing automation platform that integrates with CPC's current CRM (D365)

allowing us to automate our marketing activities

- Deliver a marketing first platform that can be easily used by the marketing team to organise

and run all of their marketing activities across all channels

- Allow the CPC marketing team to manage Events and easily integrate with 3rd party event

platforms (Zoom, Cvent, Airmeet).

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £57,768

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

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- Deliver a marketing automation platform that integrates with CPC's current CRM (D365)

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- Allow the CPC marketing team to manage Events and easily integrate with 3rd party event

platforms (Zoom, Cvent, Airmeet).

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2025/S 000-011577](#)

Section V. Award of contract

Contract No

CPC2025206

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

9 September 2025

V.2.2) Information about tenders

Number of tenders received: 13

Number of tenders received from SMEs: 13

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 13

Number of tenders received by electronic means: 13

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

HubSpot

199 Bishopsgate

London

EC2M 3TY

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £57,768

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Connected Places Catapult

London

EC1R 0BE

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Royal Courts of Justice

London

Country

United Kingdom