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Contract

Marketing Suite (TPR Comms management platform)

The Pensions Regulator

F03: Contract award notice

Notice identifier: 2025/S 000-066711

Procurement identifier (OCID): ocds-h6vhtk-04ce18

Published 20 October 2025, 1:28pm

Section I: Contracting authority

I.1) Name and addresses

The Pensions Regulator

Telecom House, 125-135 Preston Road

Brighton

BN16AF

Email

acommercial@tpr.gov.uk

Country

United Kingdom

Region code

UKJ21 - Brighton and Hove

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.thepensionsregulator.gov.uk/>

I.4) Type of the contracting authority

Other type

Arms Length Public Body

I.5) Main activity

Other activity

Regulator

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Marketing Suite (TPR Comms management platform)

Reference number

TPR1594

II.1.2) Main CPV code

- 48000000 - Software package and information systems

II.1.3) Type of contract

Supplies

II.1.4) Short description

The Pensions Regulator requires a marketing suite (a SaaS based platform/solution to replace the current solution architecture) which TPR's Automatic Enrolment (AE) Comms

team can use to create, edit, publish and produce all official direct to employer outbound email, whitemail and SMS. The marketing suite also needs to allow users to segment the email, whitemail and SMS templates into various mailing lists which then can be used to design, execute and monitor workflow funnels for all files.

Please note that whilst initially the team using this solution will be TPR's AE Comms team, there is the possibility that the solution will be adopted by additional TPR teams during the Contract Period.

The suite must process data selections from TPR's CRM system which is currently Microsoft Dynamics 365 (please note TPR's CRM solution may change during the Contract Period) which create files that are processed both manually and in an automated fashion to TPR's communication channel provider(s). The file processing must take place in a timely fashion running in real time and to ensure TPR's communication channel provider(s) can issue communications according to agreed scheduling.

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: £1,060,117

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKJ - South East (England)

Main site or place of performance

Brighton

II.2.4) Description of the procurement

See II.1.4

II.2.5) Award criteria

Quality criterion - Name: Question 1 - Theme 1 / Weighting: 7.5%

Quality criterion - Name: Question 2 - Theme 2 / Weighting: 7.5%

Quality criterion - Name: Question 3 - Theme 3 / Weighting: 7.5%

Quality criterion - Name: Question 4 - Theme 4 / Weighting: 7.5%

Quality criterion - Name: Question 5 - Account Management / Weighting: 12.5%

Quality criterion - Name: Question 6 - Reporting / Weighting: 5%

Quality criterion - Name: Question 7 - Training / Weighting: 5%

Quality criterion - Name: Question 8 - Implementation / Weighting: 12.5%

Quality criterion - Name: Question 9 - Security / Weighting: 5%

Quality criterion - Name: Question 10 - Social Value / Weighting: 10%

Price - Weighting: 20%

II.2.11) Information about options

Options: Yes

Description of options

Following the initial 3 year contract period, and subject to minimum notice being provided as per contract, the Buyer may choose to extend the contract by further period(s) up to 24 months

II.2.14) Additional information

Please note the contract value shown here is for the total life of the contract including the initial term of 3 years and the maximum 24 month extension period.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2025/S 000-000452](#)

Section V. Award of contract

Contract No

TPR1594

Title

Marketing Suite (TPR Comms management platform)

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

15 October 2025

V.2.2) Information about tenders

Number of tenders received: 5

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

V.2.3) Name and address of the contractor

Paragon Customer Communications (London) Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

02788181

The contractor is an SME

No

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

Total value of the contract/lot: £1,060,117

Section VI. Complementary information

VI.3) Additional information

Please note the contract value shown here is for the total life of the contract including the initial term of 3 years and the maximum 24 month extension period.

VI.4) Procedures for review

VI.4.1) Review body

Public Procurement Review Service

London

Email

Publicprocurementreview@cabinetoffice.gov.uk

Country

United Kingdom