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Contract

Provision of Email Marketing Platform / Tool

Merseytravel

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

Notice identifier: 2025/S 000-068384

Procurement identifier (OCID): ocds-h6vhtk-05d3ce

Published 27 October 2025, 8:15am

Scope

Reference

PRA000550 / DN779601

Description

Merseytravel is seeking a new hosted email marketing platform with the features outlined in the tender documents to replace the existing system. The contract for the new solution will be awarded for a period of 3 years, with an optional extension of up to 2 additional years.

Contract 1. Provision of Email Marketing Platform / Tool

Supplier

- GRANICUS-FIRMSTEP LIMITED

Contract value

- £106,075.54 excluding VAT
- £127,290.65 including VAT

Below the relevant threshold

Date signed

27 October 2025

Contract dates

- 1 December 2025 to 30 November 2028
- Possible extension to 30 November 2030
- 5 years

Description of possible extension:

The contract for the new solution will be awarded for a period of 3 years, with an optional extension of up to an additional 2 years.

Main procurement category

Services

CPV classifications

- 72000000 - IT services: consulting, software development, Internet and support

Contract locations

- UKD - North West (England)

Procedure

Procedure type

Below threshold - limited competition

Supplier

GRANICUS-FIRMSTEP LIMITED

- Companies House: 04283951
- Public Procurement Organisation Number: PJJY-8811-PLBX

Ground Floor 3 Wellbrook Court

Cambridge

CB3 0NA

United Kingdom

Email: uksalesteam@granicus.com

Website: <https://granicus.com/uk/>

Region: UKH12 - Cambridgeshire CC

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Provision of Email Marketing Platform / Tool

Contracting authority

Merseytravel

- Public Procurement Organisation Number: PJQR-8469-DXQD

1 Mann Island

Liverpool

L3 1BP

United Kingdom

Email: Procurement@liverpoolcityregion-ca.gov.uk

Region: UKD72 - Liverpool

Organisation type: Public authority - sub-central government