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Award

Provision of HR website and associated services

Kent County Council (t/a HR Connect)

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-070574

Procurement identifier (OCID): ocds-h6vhtk-05d940

Published 3 November 2025, 4:06pm

Scope

Description

Procurement of a cloud-based sales, marketing, and customer relationship management (CRM) platform incorporating an integrated content management system (CMS). Required to manage marketing campaigns, capture and track sales leads, automate communications, and host and maintain website content.

Within this procurement, the system supports the organisation's sales and marketing functions by providing a secure, GDPR-compliant, all-in-one platform that enables efficient lead management, campaign analytics, and website performance tracking. This ensures a consistent, data-driven approach to customer engagement, enhances service visibility, and improves value for money through automation and integration across marketing and sales processes.

To view this notice, please click here:

<https://csg.delta-esourcing.com/delta/viewNotice.html?noticeId=987838242>

Contract 1

Supplier

- Hubspot UK Holdings Limited

Contract value

- £39,568.90 excluding VAT
- £47,482.68 including VAT

Below the relevant threshold

Earliest date the contract will be signed

3 November 2025

Contract dates (estimated)

- 4 November 2025 to 25 August 2026
- 9 months, 22 days

Main procurement category

Services

CPV classifications

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

Procedure

Procedure type

Direct award

Direct award justification

Additional or repeat goods, services or works - extension or partial replacement

HR Connect entered into a contractual relationship with HubSpot for a two-year period in September 2023, which expire in September 2025.

The current system is continuing to be embedded within the business and currently meets the needs of the business.

Due to the expiry of the minimum contract term, quotes were sought from a number of suppliers.

Two delivered quotations for services, however a third quote was not received.

This will be remediated by starting a process in January 2026 to compliantly secure a provider from September 2026 at the end of the proposed HubSpot contract.

The extension is for 12 months, September 2025 to August 2026. A compliant tender process will be conducted in advance of the expiry of the contract in

August 2026.

Supplier

Hubspot UK Holdings Limited

3RD FLOOR, 1 ASHLEY ROAD, ALTRINCHAM

Cheshire

WA14 2DT

United Kingdom

Email: rcolleran@hubspot.com

Region: UKD34 - Greater Manchester South West

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

Kent County Council (t/a HR Connect)

- Public Procurement Organisation Number: PYCX-4938-CCHM

1 Abbey Wood Road, Kings Hill

West Malling

ME19 4YT

United Kingdom

Telephone: +448081685808

Email: csgprocurement@csLtd.org.uk

Region: UKJ46 - West Kent

Organisation type: Public authority - sub-central government