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Award

THE PROVISION OF CUSTOMER STRATEGY CONSULTING SERVICES

The Crown Estate

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

Notice identifier: 2025/S 000-070784

Procurement identifier (OCID): ocds-h6vhtk-05d9c1 ([view related notices](#))

Published 4 November 2025, 12:03pm

Scope

Description

New thinking of customer value propositions owned by senior stakeholders and used to direct strategic conversations with customer relationship teams

Complete customer prioritised list and engagement plans across Marine and Urban

Customer profiles adapted for use by Insight team and customer relationship teams

Contract 1. THE PROVISION OF CUSTOMER STRATEGY CONSULTING SERVICES

Supplier

- APRIL STRATEGY LLP

Contract value

- £288,000 excluding VAT
- £324,600 including VAT

Above the relevant threshold

Earliest date the contract will be signed

14 November 2025

Contract dates (estimated)

- 15 November 2025 to 14 November 2026
- 1 year

Main procurement category

Services

CPV classifications

- 72224000 - Project management consultancy services

Contract locations

- UK - United Kingdom

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Additional or repeat goods, services or works - further goods, services or works following a competitive procedure

April Strategy was contracted with us to deliver our customer strategy following a full tender in 2021 - the segmentation work specifically, is using a methodology which we built together. The segmentation work with them is nearing completion. They have full

awareness and direct engagement in our business - across SBUs into sectors.

Supplier

APRIL STRATEGY LLP

- Companies House: OC328570

71-75 Shelton Street

London, England

WC2H 9JQ

United Kingdom

Email: info@aprilstrategy.com

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. THE PROVISION OF CUSTOMER STRATEGY CONSULTING SERVICES

Contracting authority

The Crown Estate

- Public Procurement Organisation Number: PYYN-4743-GYVQ

1 St James Market

London

SW1Y 4AH

United Kingdom

Email: tenders@thecrownestate.co.uk

Region: UKI32 - Westminster

Organisation type: Public authority - central government