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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

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**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

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Other information**

### **Conflicts assessment prepared/revised**

Yes

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## **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.

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## Supplier

### **APRIL STRATEGY LLP**

- Companies House: OC328570

71-75 Shelton Street

London, England

WC2H 9JQ

United Kingdom

Email: [info@aprilstrategy.com](mailto: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

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## 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](mailto:tenders@thecrownestate.co.uk)

Region: UKI32 - Westminster

Organisation type: Public authority - central government