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Award

THE PROVISION OF CUSTOMER STRATEGY CONSULTING SERVICES

The Crown Estate

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-070871

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

Published 4 November 2025, 2:09pm

Scope

Description

Supporting with delivering the customer strategy through three workstreams -
Segmentation and engagement plan

Customer insight

Customer Value Proposition

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

Award decision date

4 November 2025

Standstill period

- End: 13 November 2025
- 8 working days

Earliest date the contract will be signed

14 November 2025

Contract dates (estimated)

- 15 November 2025 to 14 November 2026
- Possible extension to 31 December 2026
- 1 year, 1 month, 16 days

Description of possible extension:

Further work to support delivery of customer strategy.

Main procurement category

Services

CPV classifications

- 72224000 - Project management consultancy services

Contract locations

- UK - United Kingdom

Procedure

Procedure type

Direct award

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

Supported employment provider: No

Public service mutual: 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