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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 legations
Contract locations
UK - United Kingdom
Procedure
1 Toocdate
Procedure type
Direct award
Supplier
ADDU OTDATEOVILLD
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