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Contract

Strategic Communications

BORDER TO COAST PENSIONS PARTNERSHIP LIMITED

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-071539

Procurement identifier (OCID): ocds-h6vhtk-051366 ([view related notices](#))

Published 6 November 2025, 11:02am

Scope

Reference

DN774718

Description

Border to Coast Pensions Partnership is seeking a corporate communications agency to work with its Policy & Communications team. The appointed agency will act as a day-to-day extension of Border to Coast's team, helping it evolve its long-term communications strategy, spot and navigate issues that might affect the organisation or its partners, and carry out communications and public affairs activity and stakeholder engagement.

The selected agency will ideally know the asset management and LGPS ecosystem and understand how regulatory, political and societal factors might impact our business. It will have experience engaging with a wide range of stakeholders and have excellent communications and thought leadership capabilities in both national and trade media (financial and business). 22 tenders were received and 3 suppliers were shortlisted to the final stage.

Contract 1. Strategic Communications

Supplier

- APELLA ADVISORS LIMITED

Contract value

- £463,598 excluding VAT
- £556,317 including VAT

Above the relevant threshold

Date signed

6 November 2025

Contract dates

- 6 November 2025 to 30 September 2027
- Possible extension to 30 September 2029
- 3 years, 10 months, 25 days

Description of possible extension:

Initial 2 year term followed by an additional 2 year extension

Main procurement category

Services

CPV classifications

- 79416200 - Public relations consultancy services

Contract locations

- UK - United Kingdom

Justification for not setting key performance indicators

Contract value less than £5 million including VAT

Submission

Submission type

Tenders

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Supplier

APELLA ADVISORS LIMITED

- Companies House: 11664779
- Public Procurement Organisation Number: PMLJ-3835-QVJT

11-12 Manchester Mews

London

W1U 2DX

United Kingdom

Email: sh@apellaadvisors.com

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Strategic Communications

Contracting authority

BORDER TO COAST PENSIONS PARTNERSHIP LIMITED

- Companies House: 10795539
- Public Procurement Organisation Number: PZTH-6472-NGDG

5th Floor Toronto Square

Leeds

LS1 2HJ

United Kingdom

Email: procurement@bordertocoast.org.uk

Region: UKE42 - Leeds

Organisation type: Public authority - sub-central government