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Contract

## **New Build Customer Journey Experience Solutions**

Peabody Trust

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

Notice identifier: 2025/S 000-086027

Procurement identifier (OCID): ocds-h6vhtk-058ccf ([view related notices](#))

Published 23 December 2025, 7:05pm

### **Scope**

### **Description**

The contracted service requirement is to create and deliver a satisfying customer journey for new build customers ensuring they feel informed, supported and valued throughout the entire process. The service is to provide end to end implementation and oversight of customer journey touchpoints across new housing developments, ensuring a consistent, high-quality experience for residents across all the various tenures including social rented, shared ownership and market sale. The aim is to deliver an industry-leading customer experience across the entire new build journey evidenced by measurable improvements in customer satisfaction scores, reduced complaints and increased Net Promoter Scores.

The service will support internal teams by taking on the delivery of customer facing touchpoints which will allow Peabody colleagues to focus on their core roles whilst ensuring that the customer experience is elevated, consistent and aligned with Peabody's organisational values.

The specification includes the setup, adaptation, production and installation of all physical and digital customer assets of each new development, taking into consideration the unique nature of the development and tailoring the service accordingly. The service will also include ongoing coordination, monitoring, survey residents to obtain feedback and continuous improvement.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=1003167176>

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## **Contract 1**

### **Supplier**

- Integrity UK Ltd

### **Contract value**

- £700,000 including VAT

Above the relevant threshold

### **Date signed**

22 December 2025

### **Contract dates**

- 1 January 2026 to 31 December 2026
- Possible extension to 31 December 2027
- 2 years

Description of possible extension:

upto 12 months extensions

## **Main procurement category**

Services

## **CPV classifications**

- 72224000 - Project management consultancy services
- 73220000 - Development consultancy services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79410000 - Business and management consultancy services
- 79415200 - Design consultancy services
- 79416200 - Public relations consultancy services

## **Contract locations**

- UK - United Kingdom

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## **Submission**

### **Submission type**

Tenders

## **Other information**

### **Applicable trade agreements**

- Government Procurement Agreement (GPA)
- Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)

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

Yes

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## **Procedure**

### **Procedure type**

Competitive flexible procedure

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## **Supplier**

### **Integrity UK Ltd**

- Companies House: 06701868

Allingham Barn, Summerhill Road

Marden

TN12 9DB

United Kingdom

Email: [hello@integrity.co.uk](mailto:hello@integrity.co.uk)

Region: UKJ45 - Mid Kent

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

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## **Contracting authority**

### **Peabody Trust**

- Public Procurement Organisation Number: PYJY-3925-DVJD

Minster Court, 45 47 Westminster Bridge Road

London

SE1 7JB

United Kingdom

Contact name: Damon Pickard

Telephone: 02070214444

Email: [damon.pickard@peabody.org.uk](mailto:damon.pickard@peabody.org.uk)

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - sub-central government