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Contract

EVENT MANAGEMENT COMPANY FOR MAJOR CEREMONIAL EVENTS

Department for Culture, Media and Sport

F03: Contract award notice

Notice identifier: 2025/S 000-000471

Procurement identifier (OCID): ocids-h6vhtk-045645

Published 8 January 2025, 11:49am

Section I: Contracting authority

I.1) Name and addresses

Department for Culture, Media and Sport

100 Parliament Street

London

SW1A 2BQ

Contact

DCMS Commercial

Email

dcms-emc-procurement@dcms.gov.uk

Country

United Kingdom

Region code

UKI - London

Internet address(es)

Main address

www.dcms.gov.uk

Buyer's address

www.dcms.gov.uk

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

Recreation, culture and religion

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

EVENT MANAGEMENT COMPANY FOR MAJOR CEREMONIAL EVENTS

Reference number

103978

II.1.2) Main CPV code

- 79952000 - Event services

II.1.3) Type of contract

Services

II.1.4) Short description

This is a notice regarding the award of a contract to an Event Management Company (EMC) for the planning and, if activated, delivery of Major Royal Ceremonial Events in

London. The contract has been awarded for an initial two-year term, with the option to extend by up to one year.

The appointed EMC will be required to:

- prepare and maintain an Event Management Plan for the delivery of Events,
- hold a supply chain at sufficient readiness for no-notice Event delivery,
- deliver the Event(s) if required/ Activated.

Services will include detailed planning, design, testing & exercising, and management services including financial control, and appointment, engagement and management of subcontractors.

This contract includes working in close and regular partnership with a number of stakeholders including Government and Public Bodies and the Royal Household to ensure delivery is professional and meets the expectations of stakeholders. Should it occur, the largest Event activates at no notice, over a c2 week timeframe, encompassing a large geographic footprint across multiple specific locations in London, attracts hundreds of thousands of (unticketed) spectators and hundreds of millions via media broadcast. The scale, scope and complexity cannot be underestimated and sensitivity towards the significance of the Event is paramount. Events will be broadcast live worldwide and attract a large media presence. Delivering the requirements of the media, in terms of stands, access controls and media villages form important elements of the required service.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £32,995,824.08

II.2) Description

II.2.2) Additional CPV code(s)

- 71242000 - Project and design preparation, estimation of costs

II.2.3) Place of performance

NUTS codes

- UKI - London

Main site or place of performance

Westminster, London

II.2.4) Description of the procurement

PROCUREMENT SUBJECT TO LIGHT TOUCH REGULATIONS 74 TO 77 OF THE PUBLIC CONTRACTS REGULATIONS 2015.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 30

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2.14) Additional information

PROCUREMENT SUBJECT TO LIGHT TOUCH REGULATIONS 74 TO 77 OF THE PUBLIC CONTRACTS REGULATIONS 2015.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-017506](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

6 December 2024

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 2

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Identity Holdings Ltd

30-34 North Street, Hailsham, East Sussex

Hailsham

BN27 1DW

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04217845

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £105,000,000

Total value of the contract/lot: £32,995,824.08

Section VI. Complementary information

VI.3) Additional information

Additional CPV Codes

71242000 - Project and design preparation, estimation of costs.
72224000 - Project management consultancy services.
79421000 - Project-management services other than for construction work.
79421100 - Project-supervision services other than for construction work.
24955000 - Chemical toilets.
35821000 - Flags.
35821100 - Flagpole.
79710000 - Security services.
48952000 - Public address systems.
32000000 - Radio, television, communication, telecommunication and related equipment.
32344210 - Radio equipment.
32344280 - Portable radios.
34928200 - Fences.

VI.4) Procedures for review

VI.4.1) Review body

Department for Culture, Media and Sport

100 Parliament Street

London

SW1A 2BQ

Country

United Kingdom

Internet address

www.dcms.gov.uk

VI.4.2) Body responsible for mediation procedures

High Court of England and Wales

7 Rolls Building, Fetter Lane, London EC4A 1NL

London

EC4A1NL

Country

United Kingdom

Internet address

<https://www.judiciary.uk/>

VI.4.4) Service from which information about the review procedure may be obtained

Department for Culture, Media and Sport

100 Parliament Street

London

SW1A 2BQ

Country

United Kingdom

Internet address

www.dcms.gov.uk