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Contract

Marketing Services

The Crown Estate

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

Notice identifier: 2026/S 000-007146

Procurement identifier (OCID): ocds-h6vhtk-05d304 ([view related notices](#))

Published 27 January 2026, 2:21pm

Scope

Description

Marketing Services

- Stepladder

Contract 1. Marketing Services

Supplier

- Stepladder Communications Ltd

Contract value

- £200,000 excluding VAT
- £240,000 including VAT

Above the relevant threshold

Date signed

6 November 2025

Contract dates

- 7 November 2025 to 6 November 2026
- Possible extension to 6 May 2027
- 1 year, 6 months

Description of possible extension:

Extension option to be used should competitive tender and contracts not be completed within 12 months.

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

- 79413000 - Marketing management consultancy services

Contract locations

- UK - United Kingdom

Justification for not setting key performance indicators

Under threshold

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Additional or repeat goods, services or works - extension or partial replacement

The marketing team and procurement

completed a full competitive tender process
in Q1 2025, however, the procurement was
formally cancelled. A further competitive tender shall be run and completed in 2026.

Supplier

Stepladder Communications Ltd

- Companies House: 06902920

Cansiron House, Butcherfield Lane

Hartfield

TN7 4LD

United Kingdom

Email: cb@theave.group

Region: UKJ22 - East Sussex CC

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

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