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Contract

HQ Development Marketing Services

The Crown Estate

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

Notice identifier: 2026/S 000-007972

Procurement identifier (OCID): ocds-h6vhtk-05ad35 ([view related notices](#))

Published 29 January 2026, 11:48am

Scope

Description

HQ Development Marketing Services to be supplied over a 12 month period

Contract 1. HQ Development Marketing Services

Supplier

- J2 LIMITED

Contract value

- £165,000 excluding VAT
- £198,000 including VAT

Above the relevant threshold

Date signed

11 November 2025

Contract dates

- 11 November 2025 to 10 November 2026
- Possible extension to 29 April 2027
- 1 year, 5 months, 19 days

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

Contract under threshold for KPIs

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

A full competitive tender process was completed in Q1 2025, however, due to identified issues, the procurement was formally cancelled. Therefore, this waiver is required to ensure we have contracts in place to carry out essential pipeline requirements whilst we re-tender these services in 2026.

Supplier

J2 LIMITED

- Public Procurement Organisation Number: PLHC-8811-PZBD

9 Ecclesbourne Meadows

Duffield

DE56 4HH

United Kingdom

Email: hello@j2.net

Region: UKF13 - South and West Derbyshire

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