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Contract

## **Agency Support for VE and VJ Day 80 Commemorations**

COMMONWEALTH WAR GRAVES COMMISSION

F03: Contract award notice

Notice identifier: 2025/S 000-011267

Procurement identifier (OCID): ocds-h6vhtk-04e52c

Published 26 March 2025, 10:28am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

COMMONWEALTH WAR GRAVES COMMISSION

2 Marlow Road

Maidenhead

SL6 7DX

#### **Contact**

Peter Lloyd

#### **Email**

[peter.lloyd@cwgc.org](mailto:peter.lloyd@cwgc.org)

#### **Telephone**

+44 1628507236

#### **Country**

United Kingdom

**Region code**

UKJ - South East (England)

**Companies House**

RC000136

**Internet address(es)**

Main address

[www.cwgc.org](http://www.cwgc.org)

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Other activity

Commemoration

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Agency Support for VE and VJ Day 80 Commemorations

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Delivery of a UK wide engagement programme to mark the 80th anniversary of VE (Victory in Europe) Day (8th May) and VJ (Victory in Japan) Day (15th July). The programme will be part of the national programme of events lead by the UK government.

#### **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: £375,000

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79416000 - Public relations services

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

#### **II.2.4) Description of the procurement**

Delivery of a UK wide engagement programme to mark the 80th anniversary of VE (Victory in Europe) Day (8th May) and VJ (Victory in Japan) Day (15th July). The programme will be part of the national programme of events lead by the UK government.

#### **II.2.5) Award criteria**

Quality criterion - Name: Solution & Approach / Weighting: 50%

Quality criterion - Name: Experience & Expertise / Weighting: 40%

Quality criterion - Name: Resources / Weighting: 10%

Cost criterion - Name: Fixed budget / Weighting: 0

#### **II.2.11) Information about options**

Options: No

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## **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: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2025/S 000-006292](#)

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## **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**

4 March 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received by electronic means: 1

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

#### **V.2.3) Name and address of the contractor**

2Heads Global Design Limited

Marlow

Country

United Kingdom

NUTS code

- UKJ - South East (England)

Companies House

02004364

The contractor is an SME

Yes

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

Total value of the contract/lot: £375,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Commonwealth War Graves Commission

Maidenhead

Country

United Kingdom