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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): ocids-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

Telephone

+44 1628507236

Country

United Kingdom

Region code

UKJ - South East (England)

Companies House

RC000136

Internet address(es)

Main address

www.cwgc.org

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Commemoration

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

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](#)

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Commonwealth War Graves Commission

Maidenhead

Country

United Kingdom