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Planning

Pre-Market Engagement : Creative and Production Framework

The Crown Estate

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-035208

Procurement identifier (OCID): ocds-h6vhtk-0553b6 ([view related notices](#))

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Scope

Description

The Crown Estate is conducting preliminary market engagement ahead of a planned procurement for a Creative and Production Framework.

We are seeking input from the market to inform the development of a new framework agreement that will cover creative services across three lots:

Lot 1: Corporate Design Agencies

Lot 2: Creative Agencies for Strategy, Content, Campaigns, and Production

Lot 3: Photography and Videography

Contract dates (estimated)

- 8 September 2025 to 7 September 2029
- 4 years

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Contract locations

- UK - United Kingdom

Engagement

Engagement deadline

14 July 2025

Engagement process description

Information is available on The Crown Estate e-tendering portal via the link below:

<https://secure.sourcedogg.com/profile/676e86f0-50b5-4563-b7b6-529dcfeb28b7/requests/68908>

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