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Contract

## **The impact of the Regent Street, Haymarket and Piccadilly Circus Public Realm Enhancement on the turnover and rental value**

The Crown Estate

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

Notice identifier: 2025/S 000-049584

Procurement identifier (OCID): ocds-h6vhtk-0589fa

Published 18 August 2025, 3:47pm

### **Scope**

### **Reference**

20253797

### **Description**

Three competitive quotes were obtained from qualified suppliers with relevant expertise in technical analysis and forecasting. Each submission was evaluated against a balanced scorecard of quality, methodology, team capability, and price.

JDM provided the highest technical quality, with a proven track record in delivering complex forecasting models relevant to our sector.

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## **Contract 1**

### **Supplier**

- JDM Retail Consulting Limited

### **Contract value**

- £75,000 excluding VAT
- £90,000 including VAT

Below the relevant threshold

### **Date signed**

30 July 2025

### **Contract dates**

- 30 July 2025 to 29 September 2027
- Possible extension to 29 September 2028
- 3 years, 2 months

Description of possible extension:

1 year extension

## **Main procurement category**

Services

## **Options**

The right to additional purchases while the contract is valid.

Additional scope may be added as the work progress

## **CPV classifications**

- 72224000 - Project management consultancy services

## **Contract locations**

- UK - United Kingdom

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## **Procedure**

### **Procedure type**

Below threshold - without competition

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## **Supplier**

**JDM Retail Consulting Limited**

55 Rectory Grove

Leigh-On-Sea

SS9 2HA

United Kingdom

Email: [jonathan@jdmretail.com](mailto:jonathan@jdmretail.com)

Region: UKH31 - Southend-on-Sea

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

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## **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](mailto:tenders@thecrownestate.co.uk)

Region: UKI32 - Westminster

Organisation type: Public authority - central government