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Contract

**£2,900,000.00**

Department for Business and Trade

F20: Modification notice

Notice identifier: 2025/S 000-053032

Procurement identifier (OCID): ocids-h6vhtk-0591da

Published 2 September 2025, 10:16am

## **Section I: Contracting authority/entity**

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

Department for Business and Trade

Old Admiralty Building, Whitehall

London

SW1A 2DY

#### **Email**

[commercialmarevents@businessandtrade.gov.uk](mailto:commercialmarevents@businessandtrade.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

#### **Internet address(es)**

Main address

<https://www.gov.uk/government/organisations/department-for-business-and-trade>

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## **Section II: Object**

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

#### **II.1.1) Title**

£2,900,000.00

#### **II.1.2) Main CPV code**

- 79900000 - Miscellaneous business and business-related services

#### **II.1.3) Type of contract**

Services

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

#### **II.2.1) Title**

Media Planning Services DBT

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

NUTS codes

- UK - United Kingdom

#### **II.2.4) Description of the procurement at the time of conclusion of the contract:**

Department for Business and Trade has increased the value and extended the contract for the Provision of Media Planning Services with the current supplier.

#### **II.2.7) Duration of the contract, framework agreement, dynamic purchasing system or concession**

End date

12 June 2026

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section V. Award of contract/concession**

### **Contract No**

CR\_2200

### **V.2) Award of contract/concession**

#### **V.2.1) Date of conclusion of the contract/concession award decision:**

6 August 2025

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

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

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

Wavemaker UK

Sea Container House, 18 Upper Ground

London

SE1 9ET

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor/concessionaire is an SME

No

#### **V.2.4) Information on value of the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)**

Total value of the procurement: £2,900,000

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## **Section VI. Complementary information**

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

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

Department for Business and Trade

Old Admiralty Building, Whitehall

London

SW1A 2DY

Country

United Kingdom

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## **Section VII: Modifications to the contract/concession**

### **VII.1) Description of the procurement after the modifications**

#### **VII.1.1) Main CPV code**

- 79900000 - Miscellaneous business and business-related services

#### **VII.1.3) Place of performance**

NUTS code

- UK - United Kingdom

#### **VII.1.4) Description of the procurement:**

Department for Business and Trade has increased the value and extended the contract for the Provision of Media Planning Services via a CCN.

#### **VII.1.5) Duration of the contract, framework agreement, dynamic purchasing system or concession**

End date

12 June 2026

#### **VII.1.6) Information on value of the contract/lot/concession (excluding VAT)**

Total value of the contract/lot/concession:

£2,900,000

#### **VII.1.7) Name and address of the contractor/concessionaire**

Wavemaker UK

Sea Container House, 18 Upper Ground

London

SE1 9ET

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor/concessionaire is an SME

No

## **VII.2) Information about modifications**

### **VII.2.1) Description of the modifications**

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

Department for Business and Trade has increased the value by £500,000 and extended the contract for six months with the current supplier.

### **VII.2.2) Reasons for modification**

Need for additional works, services or supplies by the original contractor/concessionaire.

Description of the economic or technical reasons and the inconvenience or duplication of cost preventing a change of contractor:

The Department for Business and Trade have extended the contract by a further 12 months.

### **VII.2.3) Increase in price**

Updated total contract value before the modifications (taking into account possible earlier contract modifications, price adaptations and average inflation)

Value excluding VAT: £500,000

Total contract value after the modifications

Value excluding VAT: £2,900,000