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Contract

C0119 - Future Game Changers

The National Lottery Community Fund

F03: Contract award notice

Notice identifier: 2025/S 000-064114

Procurement identifier (OCID): ocds-h6vhtk-05ac9b

Published 10 October 2025, 11:51am

Section I: Contracting authority

I.1) Name and addresses

The National Lottery Community Fund

Apex House, 3 Embassy Drive

Birmingham

B151TR

Email

procurement@tnlcommunityfund.org.uk

Country

United Kingdom

Region code

UKG31 - Birmingham

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.tnlcommunityfund.org.uk/>

I.4) Type of the contracting authority

Other type

Executive non-departmental public body

I.5) Main activity

Other activity

Lottery fund distributor

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

C0119 - Future Game Changers

Reference number

C0119

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The National Lottery Promotions Unit (NLPU) are on a mission to re-engage the UK public and deepen their emotional connection to The National Lottery by illuminating and

elevating the transformative impact of National Lottery-funded projects. Through compelling storytelling, we aim to celebrate the £30 million raised by players each week and the extraordinary individuals and communities it supports.

Building on the success of the 30th Birthday "Game Changers" campaign - which celebrated 30 inspiring individuals across the UK - we are now evolving the concept to focus on Future Game Changers. This new iteration will shift the spotlight onto current and future funding recipients through a bold, creative and headline-grabbing campaign.

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: £562,325

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

UK-wide PR campaign.

Celebrate how The National Lottery continues to change lives for the better.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

Mini competition via Crown Commercial DPS / RM6124 framework

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

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

10 October 2025

V.2.2) Information about tenders

Number of tenders received: 3

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

V.2.3) Name and address of the contractor

Freuds Communications Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

02478112

The contractor is an SME

No

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

Total value of the contract/lot: £562,325

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

National Lottery Community Fund

4th Floor Apex House, 3 Embassy Drive

Birmingham

B15 1TR

Country

United Kingdom