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Award

## **HQ Development Marketing Services**

The Crown Estate

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-064368

Procurement identifier (OCID): ocds-h6vhtk-05ad35 ([view related notices](#))

Published 10 October 2025, 4:55pm

## **Scope**

## **Description**

HQ Development Marketing Services to be supplied over a 12 month period

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## **Contract 1. HQ Development Marketing Services**

## **Supplier**

- J2 LIMITED

## **Contract value**

- £165,000 excluding VAT
- £198,000 including VAT

Above the relevant threshold

## **Earliest date the contract will be signed**

17 October 2025

## **Contract dates (estimated)**

- 20 October 2025 to 19 October 2026
- Possible extension to 19 April 2027
- 1 year, 6 months

Description of possible extension:

Extension option to be used should competitive tender and contracts not be completed within 12 months.

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services
- 79413000 - Marketing management consultancy services

## **Contract locations**

- UK - United Kingdom

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Other information**

### **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

### **Procedure type**

Direct award

### **Direct award justification**

Additional or repeat goods, services or works - extension or partial replacement

A full competitive tender process was completed in Q1 2025, however, due to identified issues, the procurement was formally cancelled. Therefore, this waiver is required to ensure we have contracts in place to carry out essential pipeline requirements whilst we re-tender these services in 2026.

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## **Supplier**

### **J2 LIMITED**

- Public Procurement Organisation Number: PLHC-8811-PZBD

9 Ecclesbourne Meadows

Duffield

DE56 4HH

United Kingdom

Email: [hello@j2.net](mailto:hello@j2.net)

Region: UKF13 - South and West Derbyshire

Contract 1. HQ Development Marketing Services

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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