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Award

HQ Development Marketing Services

The Crown Estate

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-066363

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

Published 17 October 2025, 2:32pm

Scope

Description

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.

Contract 1. HQ Development Marketing Services

Supplier

- J2 LIMITED

Contract value

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

Above the relevant threshold

Award decision date

13 October 2025

Standstill period

- End: 28 October 2025
- 8 working days

Earliest date the contract will be signed

29 October 2025

Contract dates (estimated)

- 29 October 2025 to 28 October 2026
- Possible extension to 29 April 2027
- 1 year, 6 months, 1 day

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

Procedure

Procedure type

Direct award

Supplier

J2 LIMITED

- Public Procurement Organisation Number: PLHC-8811-PZBD

9 Ecclesbourne Meadows

Duffield

DE56 4HH

United Kingdom

Email: hello@j2.net

Region: UKF13 - South and West Derbyshire

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. HQ Development Marketing Services

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