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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 000-068048

Procurement identifier (OCID): ocds-h6vhtk-05d304 ([view related notices](#))

Published 24 October 2025, 9:50am

Scope

Description

To provide development Marketing Services over 12 months

Contract 1. Marketing Services

Supplier

- STEPLADDER COMMUNICATIONS LTD

Contract value

- £200,000 excluding VAT
- £240,000 including VAT

Above the relevant threshold

Earliest date the contract will be signed

10 November 2025

Contract dates (estimated)

- 10 November 2025 to 9 November 2026
- Possible extension to 8 April 2027
- 1 year, 4 months, 29 days

Description of possible extension:

Extension option to be used if full competitive tender hasn't been completed.

Main procurement category

Services

CPV classifications

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

Contract locations

- UK - United Kingdom

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

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

The marketing team and procurement completed a full competitive tender process in Q1 2025, however, the procurement was formally cancelled. A further competitive tender shall be run and completed in 2026.

Supplier

STEPLADDER COMMUNICATIONS LTD

- Public Procurement Organisation Number: PJBK-2546-BCNZ

Cansiron House, Butcherfield Lane

Hartfield

TN7 4LD

United Kingdom

Email: cb@theave.group

Region: UKJ22 - East Sussex CC

Contract 1. 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