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Contract

**4000000**

Department for Business and Trade

F20: Modification notice

Notice identifier: 2025/S 000-079280

Procurement identifier (OCID): ocds-h6vhtk-05edc9

Published 3 December 2025, 11:40am

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

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

Department for Business and Trade

Old Admiralty Building

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**

4000000

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

- 79340000 - Advertising and marketing services

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

Services

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

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

Marketing Creative Services - DBT - Domestic

#### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

#### **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:**

Contract for the provision of Marketing Creative Services Domestic for The Department for Business and Trade.

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

Start date

1 April 2024

End date

3 March 2027

### **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\_2922

### **Title**

Marketing Creative Services - Domestic

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

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

26 November 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**

Accenture UK Limited

30 Fenchurch Street

London

EC3M 3BD

Email

[uk.tendermonitoring@accenture.com](mailto:uk.tendermonitoring@accenture.com)

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: £4,000,000

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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

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**

- 79340000 - Advertising and marketing services

**VII.1.2) Additional CPV code(s)**

- 79342000 - Marketing services

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

NUTS code

- UK - United Kingdom

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

Contract for the provision of Marketing Creative Services Domestic for The Department for Business and Trade.

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

Start date

1 April 2024

End date

3 March 2027

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

Total value of the contract/lot/concession:

£4,000,000

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

ACCENTURE (UK) LIMITED

30 Fenchurch Street

London

EC3M 3BD

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):

Variation to contract to extend for a further 12 months and the contract will be modified under Regulation 72(1)(e) PCR to remove the annual £1M spend

cap, maintaining the total contract value at £4M.

The current supplier, Digital Unlimited Group Limited, has been acquired and is now operating under the name Accenture UK.

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

Need for modification brought about by circumstances which a diligent contracting authority/entity could not foresee.

Description of the circumstances which rendered the modification necessary and explanation of the unforeseen nature of these circumstances:

The current supplier, Digital Unlimited Group Limited, has been acquired and is now operating under the name Accenture UK.

### **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: £4,000,000

Total contract value after the modifications

Value excluding VAT: £4,000,000