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Contract

PE0566 - Marketing Framework

Peabody Trust

F03: Contract award notice

Notice identifier: 2026/S 000-000483

Procurement identifier (OCID): ocds-h6vhtk-04e3b3

Published 5 January 2026, 7:05pm

Section I: Contracting authority

I.1) Name and addresses

Peabody Trust

45 Westminster Bridge Road

London

SE1 7JB

Contact

Damon Pickard

Email

damon.pickard@peabody.org.uk

Telephone

+44 2070214444

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

www.peabody.org.uk

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Housing and community amenities

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

PE0566 - Marketing Framework

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The Peabody New Homes team has a large portfolio of award-winning homes and are dedicated to finding buyers a home that is more than just a place to live through Shared Ownership, Private Sale and London Living Rent across London and the Home Counties.

Peabody has a track record of delivering exceptional homes across London and south east England and are the third largest housebuilder in London, behind only Berkeley and

Barratt. We are committed to delivering some 6,600 homes by 2029 across multiple development projects.

We are seeking to establish a 4 Lot Framework to provide marketing services to support the marketing and sale of our developments.

The lot structure is broken down as follows: Lot 1 - 3D Modelmakers, Lot 2 - CGI and 3D Visualisation, Lot 3 - Signage, Lot 4 - Marketing suites.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £6,500,000

II.2) Description

II.2.1) Title

3D Modelmakers

Lot No

1

II.2.2) Additional CPV code(s)

- 34999400 - Scale models

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

Peabody have an ambitious sales programme over the next four years and require the support of experienced modelmakers to plan, design, build and install 3D models of small to large schemes. If required, cross collaboration with other suppliers will be essential to

ensure overall effective delivery to Peabody. This will provide added value for prospective buyers and will be used as a practical selling tool to showcase the available/ sold homes, scheme unique selling points and the immediate surrounding area.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 5

Cost criterion - Name: Price / Weighting: 35

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2.14) Additional information

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/M5R2U2P6D7>

II.2) Description

II.2.1) Title

CGI and 3D Visualisation

Lot No

Lot 2

II.2.2) Additional CPV code(s)

- 48322000 - Graphics software package

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

We require the support of experienced CGI and interactive visualisation providers to produce photorealistic virtual visualisation and exceptional interactive systems that bridge the gap between physical and digital customer experiences.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 5

Price - Weighting: 35

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Signage

Lot No

Lot 3

II.2.2) Additional CPV code(s)

- 34928470 - Signage

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

We require the support of experienced sign manufacturing and installation suppliers to produce high quality signage at new build development locations to support sales.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 5

Price - Weighting: 35

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Marketing Suites

Lot No

Lot 4

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

We require the support of experienced marketing suite designers to plan, design, install and dress our sales and marketing suites. Ability to design and deliver (Cat A & Cat B) marketing suites for in-build residential & commercial units plus bespoke standalone marketing suites is required. Collaborative working with other suppliers is essential to ensure effective delivery. Marketing suites should provide practical selling spaces that showcase the available products and homes, stand out from competitor schemes using the scheme's brand, and resonate with our target demographic, adding value to the customer journey for prospective buyers.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 5

Price - Weighting: 35

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2025/S 000-005747](#)

Section V. Award of contract

Lot No

2

Title

3D CGI Visualisation

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: 7

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Cityscape Digital Limited

Printworks House,, 7 Bermondsey Street,

London, England,

SE1 2DD

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04303751

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

White Chalk CGI Ltd

13 The Courtyard Timothys Bridge Road,, Stratford Upon Avon,

Warwickshire, England,

CV37 9NP

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

10449571

Internet address

<https://www.whitechalk.co.uk/>

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

F10 STUDIOS LIMITED

21 Portland Avenue,

Hove

BN3 5NF

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

06637758

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

VMIStudio Ltd

54 Thorpe Road, Norwich,

Norfolk, United Kingdom

NR1 1RY

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

09416835

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

TIDYWORK STUDIO LTD

Suite 2, Premier House,, 141 High Street,

Epping, England,

CM16 4BD

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

14278482

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £2,000,000

Total value of the contract/lot: £2,000,000

Section V. Award of contract

Lot No

3

Title

Signage

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: 4

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Contour Direct Ltd

Unit 40, Metropolitan Park

Greenford

UB6 8XU

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03120064

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

LAVASTAR SIGNS LIMITED

Star House 6 Riverside Business Park,, Dogflud Way,, Farnham, Surrey, England,
Farnham

GU9 7SS

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

09589755

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Service Graphics Limited

1 Onslow Street,

London, England,

EC1N 8AS

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

00551336

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £750,000

Total value of the contract/lot: £750,000

Section V. Award of contract

Lot No

4

Title

Marketing Suite

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: 5

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Contour Direct Ltd
Unit 40, Metropolitan Park,
Greenford, Middlesex
UB6 8XU

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03120064

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Focus Agency Group Ltd

Erskine House,, Threshelfords Business Park, Inworth Road,

Feering,

CO5 9SE

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03378775

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Service Graphics Limited

1 Onslow Street,

London

EC1N 8AS

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

00551336

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £4,500,000

Total value of the contract/lot: £4,500,000

Section VI. Complementary information

VI.3) Additional information

Lot 1 was not awarded.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=1003798886> GO

Reference: GO-202615-PRO-34003167

VI.4) Procedures for review

VI.4.1) Review body

Royal Courts of Justice

London

WC2A 2LL

Country

United Kingdom