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Planning

## **Provision of Branding Services**

Sheffield Children's NHS Foundation Trust

F01: Prior information notice

Prior information only

Notice identifier: 2025/S 000-002762

Procurement identifier (OCID): ocids-h6vhtk-04d692

Published 27 January 2025, 4:54pm

### **Section I: Contracting authority**

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

Sheffield Children's NHS Foundation Trust

Western Bank

Sheffield

S10 2TH

#### **Contact**

Rebekah Bradshaw

#### **Email**

[rebekah.bradshaw@nhs.net](mailto:rebekah.bradshaw@nhs.net)

#### **Telephone**

+44 7974107797

#### **Country**

United Kingdom

**Region code**

UKE32 - Sheffield

**Internet address(es)**

Main address

<https://www.sheffieldchildrens.nhs.uk>

Buyer's address

<https://www.sheffieldchildrens.nhs.uk>

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://health-family.force.com/s/Welcome>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Health

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Provision of Branding Services

Reference number

W171875

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

- 79415200 - Design consultancy services

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

Services

### **II.1.4) Short description**

We would like to engage with Suppliers who have the capability and capacity to provide branding services.

This Prior information Notice will allow us to gain a better understanding of the market and help inform our Procurement Strategy prior to any Tendering exercise.

Please note this is not a call for competition but for market engagement purposes only.

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

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

- 79822500 - Graphic design services
- 79930000 - Specialty design services

### **II.2.3) Place of performance**

NUTS codes

- UKE32 - Sheffield

### **II.2.4) Description of the procurement**

Sheffield Children's NHS Foundation Trust is seeking to engage with a creative and branding agency to work in partnership with our communications and marketing team to refresh and enhance the core Sheffield Children's brand. The objective is to develop a cohesive and consistent brand identity, hierarchy, and set of guidelines that will streamline and strengthen our overall brand framework.

The goal is to create a brand that clearly defines its relationship with partner and sub-brands, is aligned with both our heritage and future ambitions, reflects our marketing and communication objectives, and offers flexibility for use across various online and offline channels.

The project will be delivered in key phases, as outlined below:

**Understand:** This phase will involve conducting research to gather feedback from patients, families, staff, and other stakeholders. The aim is to gain insights into current perceptions of Sheffield Children's, identify opportunities for brand development, and generate creative ideas that will resonate with all audiences interacting with the Trust.

**Define:** Using the insights from the research, this phase will focus on defining a compelling brand platform, establishing a clear brand architecture (including naming conventions), and developing the brand's core pillars and narrative.

**Design and Refine:** A series of visual concepts will be developed to bring the brand story to life. An iterative creative process, incorporating stakeholder feedback, will determine the most effective and relevant creative direction, culminating in the final visual identity, including logo design and overall aesthetic.

**Delivery:** The final phase will involve the creation of a comprehensive set of brand guidelines and graphic assets, forming a toolkit for the Trust's brand usage moving forward. These guidelines will provide a framework for the development of sub-brands.

We are seeking market engagement through this Prior Information Notice to gather insights that will help shape the development of our branding services specification.

For access to our draft documentation, including the specification, please refer to Atamis reference C333897 or contact [Rebekah.Bradshaw@nhs.net](mailto:Rebekah.Bradshaw@nhs.net).

## **II.3) Estimated date of publication of contract notice**

17 March 2025

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## **Section IV. Procedure**

### **IV.1) Description**

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

The procurement is covered by the Government Procurement Agreement: Yes

