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Contract

PS26004- Support for brand strategy development

UK Research and Innovation

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-006030

Procurement identifier (OCID): ocds-h6vhtk-060cee

Published 23 January 2026, 9:33am

Scope

Reference

PS26004

Description

***** THIS IS A CONTRACT DETAILS NOTICE, NOT A CALL FOR COMPETITION *****

This procurement is being concluded following a limited competition procurement exercise.

Support for brand strategy development

Contract 1. PS26004- Support for brand strategy development

Supplier

- NICE AND SERIOUS LTD

Contract value

- £30,359.20 excluding VAT
- £36,431.04 including VAT

Below the relevant threshold

Date signed

22 January 2026

Contract dates

- 23 January 2026 to 23 March 2026
- 2 months, 1 day

Main procurement category

Services

CPV classifications

- 73000000 - Research and development services and related consultancy services

Contract locations

- UK - United Kingdom
-

Procedure

Procedure type

Below threshold - limited competition

Supplier

NICE AND SERIOUS LTD

- Companies House: 06729231
- Public Procurement Organisation Number: PHRG-1574-VMMV

2 Leman Street

London

E1W 9US

United Kingdom

Email: hello@niceandserious.com

Website: <http://niceandserious.com>

Region: UKI42 - Tower Hamlets

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. PS26004- Support for brand strategy development

Contracting authority

UK Research and Innovation

- Public Procurement Organisation Number: PDQJ-7126-JDHG

Polaris House, North Star Avenue

Swindon

SN2 1FL

United Kingdom

Email: commercial@ukri.org

Region: UKK14 - Swindon

Organisation type: Public authority - central government

Other organisation

These organisations are carrying out the procurement, or part of it, on behalf of the contracting authorities.

UK Shared Business Services Ltd

Summary of their role in this procurement: Shared Service Provider

- Public Procurement Organisation Number: PMPN-7535-GNTG

Polaris House, North Star Avenue

Swindon

SN2 1FF

United Kingdom

Email: professionalservices@uksbs.co.uk

Region: UKK14 - Swindon

Contact organisation

Contact UK Shared Business Services Ltd for any enquiries.