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Award

Brand Proposition Lodestone

The University Of Kent

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Notice identifier: 2026/S 000-011975

Procurement identifier (OCID): ocds-h6vhtk-064ccc ([view related notices](#))

Published 10 February 2026, 2:44pm

Scope

Reference

26-004

Description

Brand review and realignment, focusing on positioning within the marketplace and against key competitors. Lodestone with delivery of internal and external brand messaging that enables Kent to clearly define its unique position and brand proposition. Lodestone will deliver consultative support, workshops and artifacts to enable these end position.

Contract 1

Supplier

- LODESTONE OXFORD LIMITED

Contract value

- £48,000 including VAT

Below the relevant threshold

Earliest date the contract will be signed

10 February 2026

Contract dates (estimated)

- 10 February 2026 to 31 July 2026
- 5 months, 19 days

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Contract locations

- UKJ4 - Kent

Procedure

Procedure type

Below threshold - without competition

Supplier

LODESTONE OXFORD LIMITED

- Companies House: 07901649
- Public Procurement Organisation Number: PNGR-1149-WHZP

C/O Bishop Fleming Llp

Bristol

BS1 6FL

United Kingdom

Email: accounts@lodestonecommunications.com

Website: <http://lodestonecommunications.com>

Region: UKK11 - Bristol, City of

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

The University Of Kent

- UK Register of Learning Providers (UKPRN number): 10007150
- Public Procurement Organisation Number: PDYN-9654-JPQJ

The Registry,

Canterbury

CT2 7NZ

United Kingdom

Email: procurement@kent.ac.uk

Website: <http://www.kent.ac.uk/>

Region: UKJ44 - East Kent

Organisation type: Public authority - sub-central government