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Contract

Rebranding

UNIVERSITY OF SUSSEX(THE)

F03: Contract award notice

Notice identifier: 2025/S 000-019788

Procurement identifier (OCID): ocds-h6vhtk-050efa

Published 8 May 2025, 3:20pm

Section I: Contracting authority

I.1) Name and addresses

UNIVERSITY OF SUSSEX(THE)

Sussex House

Falmer, Brighton

BN19RH

Contact

Charlie Beeny

Email

c.beeny@sussex.ac.uk

Country

United Kingdom

Region code

UKJ21 - Brighton and Hove

Companies House

RC000672

Internet address(es)

Main address

<https://www.sussex.ac.uk/>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Rebranding

Reference number

US_25159

II.1.2) Main CPV code

- 79342200 - Promotional services

II.1.3) Type of contract

Services

II.1.4) Short description

Appointment of a brand agency partner to deliver a refreshed brand creative for the University of Sussex.

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £83,333

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKC - North East (England)
- UKD - North West (England)

- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

II.2.4) Description of the procurement

Appointment of a brand agency partner to deliver a refreshed brand creative for the University of Sussex.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

Quotes were obtained as part of an RFQ process. Value of tender is below PCR 2015 threshold for services.

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

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

31 March 2025

V.2.2) Information about tenders

Number of tenders received: 3

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Hudson Fuggle Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

03912072

The contractor is an SME

Yes

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

Total value of the contract/lot: £83,333

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

University of Sussex

Brighton

Country

United Kingdom