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Tender

Creative Design Agency Services to Ox Place

Oxford City Council

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-036490

Procurement identifier (OCID): ocds-h6vhtk-0556e7 ([view related notices](#))

Published 1 July 2025, 3:31pm

Scope

Reference

OCC000769

Description

OX Place (the trading name of Oxford City Housing (Development) Ltd is undertaking this procurement process to secure a provider(s) of Creative Design Services for its 'New Homes' development and sales programme.

OX Place is seeking to appoint up to 2 Creative Design Agencies to support the next stage in the development of its brand and marketing delivery. This opportunity comes four years after the original brand development and launch. During that time, OX Place has evolved into an established and recognisable development arm of Oxford City Council, committed to delivering high-quality, sustainable homes across Oxford. As the brand matures and our marketing needs become more complex and digitally focused, we are looking for up to 2 Agencies to act as our long-term brand guardian(s), working closely with our in-house sales and marketing team, external sales consultants, and the Oxford City Council communications team to ensure that all elements of our brand are consistently and strategically delivered across every marketing channel.

Commercial tool

Establishes a framework

Total value (estimated)

- £380,000 excluding VAT
- £456,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 October 2025 to 1 October 2029
- 4 years, 1 day

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
-

Lot LOT-0001. Lot 1 Corporate Support

Description

The appointed agency will be expected to lead on the ongoing development and implementation of the Contracting Authority, ensuring that our values and tone are communicated consistently across a wide range of media. This includes the production of brand-aligned digital and physical marketing materials for each housing development, overarching corporate content such as our annual report, and the strategic use of digital platforms and social media. As a central part of this commission, the agency will be required to deliver a robust, forward-thinking digital marketing strategy, with particular focus on social media content planning and delivery, paid advertising campaigns, and performance analysis. A key requirement of this tender is the ability to produce high-quality photography and video in-house, ensuring we can respond quickly to campaign needs and deliver professional content across platforms.

Lot value (estimated)

- £190,000 excluding VAT
- £228,000 including VAT

Framework lot values may be shared with other lots

Same for all lots

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

Lot LOT-0002. Lot 2 Scheme Branding

Description

The appointed agency will be responsible for producing individual brand identities suitable

for the range of schemes the Contracting Authority delivers. A full suite of marketing collateral and on-site materials for each development, including signage, brochures, digital assets, and content for marketing suites and show homes. The brand and content should be tailored to resonate with a range of audiences, including potential homeowners, existing Oxford City Council tenants, stakeholders, and industry partners. The ability to apply the OX Place brand consistently across physical and digital outputs is key, along with the strategic understanding to tailor messaging appropriately for each audience group.

Lot value (estimated)

- £190,000 excluding VAT
- £228,000 including VAT

Framework lot values may be shared with other lots

Same for all lots

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

Framework

Maximum number of suppliers

Unlimited

Maximum percentage fee charged to suppliers

0%

Framework operation description

This will be a direct award under each lot, with 1 supplier appointed to each lot

Award method when using the framework

Without competition

Contracting authorities that may use the framework

Oxford City Housing (Development) Limited trading as Ox Place

Participation

Legal and financial capacity conditions of participation

Lot LOT-0001. Lot 1 Corporate Support

Lot LOT-0002. Lot 2 Scheme Branding

See the ITT part A and B

Technical ability conditions of participation

Lot LOT-0001. Lot 1 Corporate Support

Lot LOT-0002. Lot 2 Scheme Branding

See the ITT part A and B

Particular suitability

Lot LOT-0001. Lot 1 Corporate Support

Lot LOT-0002. Lot 2 Scheme Branding

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

23 July 2025, 6:00pm

Tender submission deadline

1 August 2025, 1:00pm

Submission address and any special instructions

<https://in-tendhost.co.uk/oxfordcc>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

2 September 2025

Award criteria

| Name | Description | Type |
|--------------------|---|-------------|
| Simple description | Technical weighting 90% Price weighting 10% | Price |

Weighting description

Technical weighting 90%

Price weighting 10%

Other information

Payment terms

Please see tender documents and terms and conditions

Description of risks to contract performance

Please see tender documents and terms and conditions

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Documents

Associated tender documents

<https://in-tendhost.co.uk/oxfordcc>

All documents available to download from the portal

Contracting authority

Oxford City Council

- Public Procurement Organisation Number: PJQW-3663-YMYQ

Oxford Town Hall, St Aldates

Oxford

OX1 1BX

United Kingdom

Email: Procurement@oxford.gov.uk

Region: UKJ14 - Oxfordshire

Organisation type: Public authority - sub-central government