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Contract

## **Engagement with a third party to conduct a brand audit**

UNIVERSITY OF EAST ANGLIA

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

Notice identifier: 2025/S 000-037904

Procurement identifier (OCID): ocds-h6vhtk-055a5a

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### **Scope**

### **Reference**

Form ID 583

### **Description**

The UEA is engaging with a third party to conduct a brand audit, to review existing iterations and creative development work that has occurred over the last 10 years. This includes conduct testing and productions of a series of concepts and recommendations.

Absence of competition for technical reasons.

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## **Contract 1**

### **Supplier**

- RBL Brand Agency Ltd

### **Contract value**

- £200,000 including VAT

Below the relevant threshold

### **Date signed**

11 June 2025

### **Contract dates**

- 12 June 2025 to 31 July 2026
- 1 year, 1 month, 19 days

### **Main procurement category**

Services

### **CPV classifications**

- 79212200 - Internal audit services

### **Contract locations**

- UKH15 - Norwich and East Norfolk

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## Procedure

### Procedure type

Below threshold - without competition

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## Supplier

### RBL Brand Agency Ltd

- Companies House: 04019605

Ground Floor, Marlborough House, Holly Walk

Warwickshire

CV32 4XP

United Kingdom

Email: [andrew@rblteam.com](mailto:andrew@rblteam.com)

Region: UKG13 - Warwickshire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

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## Contracting authority

### UNIVERSITY OF EAST ANGLIA

- Companies House: RC000651
- Public Procurement Organisation Number: PCCY-8551-ZNDY

Norwich Research Park

Norwich

NR4 7TJ

United Kingdom

Email: [procurement@uea.ac.uk](mailto:procurement@uea.ac.uk)

Website: <http://uea.ac.uk>

Region: UKH15 - Norwich and East Norfolk

Organisation type: Public authority - sub-central government