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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.

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

Procedure

Procedure type

Below threshold - without competition

Supplier

RBL Brand Agency Ltd

- Companies House: 04019605

Ground Floor, Marlborough House, Holly Walk

Warwickshire

CV32 4XP

United Kingdom

Email: andrew@rblteam.com

Region: UKG13 - Warwickshire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

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

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

Region: UKH15 - Norwich and East Norfolk

Organisation type: Public authority - sub-central government