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Tender

## **Creative & Interior Design Framework**

Peabody Trust

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

Notice identifier: 2025/S 000-043977

Procurement identifier (OCID): ocds-h6vhtk-056858

Published 29 July 2025, 4:05pm

### **Scope**

### **Reference**

PA0012

### **Description**

This will be a 2 Lot framework for a 3 year term with a 1 year extension option to provide marketing services to support Peabody's New Homes Sales & Marketing team and other authorised users.

Lot 1 - Creative design

To design and deliver high quality creative work and assets that align with wider marketing communications strategies

Lot 2 - Interior Design

To plan, design and install our show homes and/or sales offices to support our sales programmes.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Advertising-and-marketing-services./X8WE88P8XA>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/X8WE88P8XA>

## **Commercial tool**

Establishes a framework

## **Total value (estimated)**

- £6,000,000 including VAT

Above the relevant threshold

## **Contract dates (estimated)**

- 1 January 2026 to 31 December 2028
- Possible extension to 31 December 2029
- 4 years

Description of possible extension:

Upto 12 months

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Not the same for all lots**

Contract locations are shown in Lot sections, because they are not the same for all lots.

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## **Lot 1. Creative design**

### **Description**

Secure full-service creative agencies to deliver high-impact assets for Peabody's 4-year sales program, ensuring alignment with marketing strategies and target demographics.

What do we expect?

Ability to design and deliver creative assets to a high standard that are fit for purpose and align with the wider marketing communication strategy (scheme specific and/or Peabody).

Ability to create world class designs across:

Overall development branding, strapline and brand positioning

Multi-tenure/multi-phase campaign creative

Fit for purpose advertising concepts and creative that includes;

Lifestyle, floorplan brochures and other supporting guides i.e. Investor & Fact sheets in digital and print ready format

Multi channel campaign rollout:

Digital: Website banners, PPC assets, email templates (design & build)

OOH: Hoarding, building, tube ads, bus stops, press ads

Sales suites: Display graphics

Social media visuals and campaigns

Animated video content

Video & photography content (lifestyle and/or product)

Expert audience insights (first-time buyers, BOMAD, investors)

Strong attention to detail, design and copywriting abilities

Innovative understanding to incorporate modern design trends and creative best practices to all works

Provide ad hoc creative support and work collaboratively within budget for deliverables; ensuring transparency and clarity with regards to costs

Operate across UK residential and/or commercial real estate and delivering campaigns overseas (Middle-East & China).

### **Lot value (estimated)**

- £3,000,000 including VAT

Framework lot values may be shared with other lots

### **Contract locations**

- UK - United Kingdom

### **Same for all lots**

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

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## **Lot 2. Interior Design**

### **Description**

We have an ambitious sales programme over the next four years and require the support of experienced interior design teams to plan, design and install our show homes and/or sales offices to support this.

What do we expect?

Impactful and functional designs that align with target market aspirations and brand values, across all tenures

Understanding of current and future market trends, particularly within the London residential property sector and Home Counties.

Develop interior design concepts with clear consideration of the target market's needs and aspirations, surrounding area and local context, competitors and brand alignment including show home plans that maximises space while achieving elevated style among competitive show apartments in the area. Ensure sales offices are designed to be functional, welcoming, and reflective of the brand identity.

Specifying, supplying, and installing all decorative finishes, including painting, wallpaper, window treatments, and electrical fittings, sourcing and managing trades as required whilst adhering to the provided budget for deliverables, ensuring transparency with costs and documenting cost-saving initiatives.

Dress outdoor spaces cohesively with furniture, lighting, and decorative elements that complement the interior design and target market aspirations.

Emphasise sustainability by prioritizing designs and materials that can be reused or repurposed effectively.

### **Lot value (estimated)**

- £3,000,000 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.

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## **Framework**

### **Maximum number of suppliers**

Unlimited

### **Maximum percentage fee charged to suppliers**

0%

### **Further information about fees**

No fees charged to suppliers

## **Framework operation description**

Call off contracts will be awarded with or without competition under competitive flexible procedure. Any prices established at framework level will be considered the ceiling prices for call offs with providers encouraged to improve upon these where possible at the call-off stage.

## **Award method when using the framework**

Either with or without competition

## **Contracting authorities that may use the framework**

All other housing associations operating as a public contracting authority

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## **Participation**

### **Legal and financial capacity conditions of participation**

#### **Lot 1. Creative design**

Included in PSQ

#### **Lot 2. Interior Design**

See PSQ on Delta portal

### **Technical ability conditions of participation**

#### **Lot 1. Creative design**

Technical questions included in PSQ

#### **Lot 2. Interior Design**

See PSQ on Delta portal

## **Particular suitability**

**Lot 1. Creative design**

**Lot 2. Interior Design**

Small and medium-sized enterprises (SME)

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## **Submission**

### **Enquiry deadline**

26 August 2025, 12:00pm

### **Submission type**

Tenders

### **Tender submission deadline**

6 October 2025, 12:00pm

### **Submission address and any special instructions**

<https://www.delta-esourcing.com/> Enquiry deadline is set for return of PSQ, tender submission deadline is the main tender for those successfully through the conditions of participation shortlisting stage

### **Tenders may be submitted electronically**



Yes

## Languages that may be used for submission

English

## Award decision date (estimated)

10 November 2025

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## Award criteria

### Lot 1. Creative design

Name	Type	Weighting
Technical questions	Quality	50%
Lowest Price	Price	30%
Social Value	Quality	20%

### Lot 2. Interior Design

Name	Type	Weighting
Technical Questions	Quality	50%
Price Schedule	Price	30%
Social Value	Quality	20%

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## Other information

### Applicable trade agreements

- Government Procurement Agreement (GPA)

- Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)

## **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

### **Procedure type**

Competitive flexible procedure

### **Competitive flexible procedure description**

Procurement will involve a Conditions of Participation stage including a Procurement Specific Questionnaire followed by a final tender stage.

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## **Contracting authority**

### **Peabody Trust**

- Public Procurement Organisation Number: PYJY-3925-DVJD

Minster Court, 45 47 Westminster Bridge Road

London

SE1 7JB

United Kingdom

Contact name: Damon Pickard

Telephone: 02070214444

Email: [procurement.enquiries@peabody.org.uk](mailto:procurement.enquiries@peabody.org.uk)

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - sub-central government