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Award

Marketing & Communications Services

The University of Bath

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-047149

Procurement identifier (OCID): ocds-h6vhtk-050c27 ([view related notices](#))

Published 8 August 2025, 10:05am

Scope

Reference

UoBath/Proc/1382

Description

Established in 2002, SETsquared is a unique enterprise partnership between the six leading research-led UK universities of Bath, Bristol, Cardiff, Exeter, Southampton and Surrey. Its mission is to turn innovation into thriving business, maximising the impact of a combined £600m research portfolio and driving social and economic impact by supporting academics, students and regional businesses with world-leading business incubation, innovation, and growth support services. To date, the partnership has collectively created over 200 spin-out companies, supported over 5,000 entrepreneurs working in the most challenging fields of science and technology, and helped businesses raise over £5bn in investment and funding.

We now seek a marketing and communications agency to work with us over an initial 12-month term (with up to four one-year extensions). Key responsibilities include end-to-end support for flagship events (notably our annual Investment Showcase and associated webinars), recruitment campaigns for new programmes, strategic content and social-

media planning, HubSpot-based newsletter and CRM management, website and innovation-platform maintenance, branding stewardship, and ongoing creation of digital, print and video materials

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=971961816>

Contract 1

Supplier

- Recognition Design & Marketing Ltd

Contract value

- £150,000 excluding VAT
- £180,000 including VAT

Below the relevant threshold

Award decision date

14 July 2025

Date assessment summaries were sent to tenderers

15 July 2025

Earliest date the contract will be signed

11 August 2025

Contract dates (estimated)

- 12 August 2025 to 11 August 2026
- Possible extension to 11 August 2030
- 5 years

Description of possible extension:

4 x 1 Years

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

Information about tenders

- 16 tenders received
- 14 tenders assessed in the final stage:

- 9 submitted by small and medium-sized enterprises (SME)
- 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 13 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Open procedure

Supplier

Recognition Design & Marketing Ltd

Design Studio, Buckland manor Farm, Sway Road,

Lymington

SO41 8NN

United Kingdom

Email: emma@recognitioncreative.com

Region: UKJ36 - Central Hampshire

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

The University of Bath

- Public Procurement Organisation Number: PNGV-7869-ZHZQ

Claverton Down

Bath

BA2 7AY

United Kingdom

Contact name: Lewis Haynes

Email: lh295@bath.ac.uk

Region: UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)