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Award

Creative Marketing Services (Sales) Framework

Anchor Hanover Group

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

Notice identifier: 2025/S 000-047442

Procurement identifier (OCID): ocds-h6vhtk-0519ea ([view related notices](#))

Published 8 August 2025, 5:36pm

Scope

Reference

C9932

Description

Anchor's New Homes Development Strategy includes an ambition to deliver 500 new homes per year, with approximately 30% available for Shared Ownership sale exclusively for people over 55.

To support this, Anchor is seeking to appoint a closed framework with a panel of four creative marketing agencies to lead on the planning, delivery, and ongoing promotion of our new build sales programme, marketed under our dedicated sales brand, Life in Place.

Appointed agencies will be commissioned for campaign and project-based work across the development pipeline. In addition, one agency will be retained on an ongoing basis to manage day-to-day creative needs, ensure brand consistency, and support rapid-turnaround requirements (this will be awarded to the highest ranked framework agency).

We are looking for experienced, collaborative partners with a strong understanding of the

property sector, who can deliver intelligent, insight-led creative that resonates with older homebuyers and their families through emotive, effective, and well-targeted campaigns.

Anchor's direct estimated spend is likely to be circa £1M.

Commercial tool

Establishes a framework

Contract 1. Creative Marketing Services (Sales) Framework

Suppliers (4)

- FLUID IDEAS LIMITED
- MEDIAWORKS UK LIMITED
- STEFFCO LIMITED
- WE ARE FRED CREATIVE LTD

Contract value

- £10,000,000 excluding VAT
- £12,000,000 including VAT

Above the relevant threshold

Award decision date

7 August 2025

Date assessment summaries were sent to tenderers

8 August 2025

Standstill period

- End: 19 August 2025
- 8 working days

Earliest date the contract will be signed

29 August 2025

Contract dates (estimated)

- 1 September 2025 to 31 August 2029
- 4 years

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKC - North East (England)
 - UKD - North West (England)
 - UKE - Yorkshire and the Humber
 - UKF - East Midlands (England)
 - UKG - West Midlands (England)
 - UKH - East of England
 - UKI - London
 - UKJ - South East (England)
 - UKK - South West (England)
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Information about tenders

- 9 tenders received
 - 9 tenders assessed in the final stage:
 - 9 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
 - 4 suppliers awarded contracts
 - 5 suppliers unsuccessful (details included for contracts over £5 million)
-

Unsuccessful suppliers

- [CAST MEDIA GROUP LIMITED](#)

- [FOUR COMMUNICATIONS LIMITED](#)
 - [FULL COMMUNICATIONS HOLDINGS LIMITED](#)
 - [STAUNTON ROOK LIMITED](#)
 - [JHM INVEST LTD](#)
-

Submission

Submission type

Requests to participate

Procedure

Procedure type

Competitive flexible procedure

Suppliers

CAST MEDIA GROUP LIMITED

- Companies House: 03005065
- Public Procurement Organisation Number: PRZD-1219-JHHQ

29 The Studio 46 The Calls

Leeds

LS2 7EY

United Kingdom

Website: <https://www.castcan.co.uk/>

Region: UKE42 - Leeds

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

FLUID IDEAS LIMITED

- Companies House: 06011174
- Public Procurement Organisation Number: PJLL-6189-TYHR

First Floor North Mill Darley Abbey Mills

Derby

DE22 1DZ

United Kingdom

Email: hello@fluid-ideas.co.uk

Website: <http://www.fluid-ideas.co.uk>

Region: UKF11 - Derby

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

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FOUR COMMUNICATIONS LIMITED

- Companies House: 04286449
- Public Procurement Organisation Number: PWRQ-4311-JCJV

The Hickman Building, 2 Whitechapel Road

London

E1 1FX

United Kingdom

Website: <https://www.four.agency/>

Region: UKI42 - Tower Hamlets

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

FULL COMMUNICATIONS HOLDINGS LIMITED

- Companies House: 11769308
- Public Procurement Organisation Number: PXYD-5832-BHGZ

2nd Floor 32-33 Gosfield Street

London

W1W 6HL

United Kingdom

Website: <http://fullcomms.co.uk>

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

JHM INVEST LTD

- Companies House: 14317074
- Public Procurement Organisation Number: PRHM-4514-XVYX

7 Marconi Gate

Stafford

ST18 0FZ

United Kingdom

Website: <https://jhm-invest.co.uk/>

Region: UKG24 - Staffordshire CC

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

MEDIAWORKS UK LIMITED

- Companies House: 06309397
- Public Procurement Organisation Number: PGMB-5426-PPJQ

Floor 2 The Honeycomb

Gateshead

NE11 9SZ

United Kingdom

Email: bidteam@mediaworks.co.uk

Website: <http://www.mediaworks.co.uk>

Region: UKC22 - Tyneside

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Creative Marketing Services (Sales) Framework

STAUNTON ROOK LIMITED

- Companies House: 05064661
- Public Procurement Organisation Number: PNQW-1792-MBTP

Staunton House 5 Chantry Court

Chester

CH1 4QN

United Kingdom

Website: <https://www.stauntonrook.co.uk>

Region: UKD63 - Cheshire West and Chester

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

STEFFCO LIMITED

- Companies House: 03234103
- Public Procurement Organisation Number: PHQZ-9455-HPHW

78 Armley Road

Leeds

LS12 2EJ

United Kingdom

Email: pgt@weareresource.co.uk

Website: <https://www.weareresource.co.uk>

Region: UKE42 - Leeds

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Creative Marketing Services (Sales) Framework

WE ARE FRED CREATIVE LTD

- Companies House: 10373719
- Public Procurement Organisation Number: PZLZ-3535-VTMP

Suite 9, Hadleigh Business Centre

Hadleigh

SS7 2BT

United Kingdom

Email: clive@wearefred.co.uk

Website: <http://www.wearefred.co.uk>

Region: UKH37 - Essex Thames Gateway

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Creative Marketing Services (Sales) Framework

Contracting authority

Anchor Hanover Group

- Mutuals Public Register: 7843
- Public Procurement Organisation Number: PYBH-1339-MTCJ

2 Godwin Street

Bradford

BD1 2ST

United Kingdom

Email: allen.norman@anchor.org.uk

Region: UKE41 - Bradford

Organisation type: Public authority - sub-central government