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Award

Creative Design Agency Services to OxPlace

Oxford City Council

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

Notice identifier: 2025/S 000-053291

Procurement identifier (OCID): ocds-h6vhtk-0556e7 ([view related notices](#))

Published 2 September 2025, 4:28pm

Scope

Reference

OCC000769

Description

OX Place (the trading name of Oxford City Housing (Development) Ltd is undertaking this procurement process to secure a provider(s) of Creative Design Services for its 'New Homes' development and sales programme.

OX Place is seeking to appoint up to 2 Creative Design Agencies to support the next stage in the development of its brand and marketing delivery. This opportunity comes four years after the original brand development and launch. During that time, OX Place has evolved into an established and recognisable development arm of Oxford City Council, committed to delivering high-quality, sustainable homes across Oxford. As the brand matures and our marketing needs become more complex and digitally focused, we are looking for up to 2 Agencies to act as our long-term brand guardian(s), working closely with our in-house sales and marketing team, external sales consultants, and the Oxford City Council communications team to ensure that all elements of our brand are consistently and strategically delivered across every marketing channel.

Commercial tool

Establishes a framework

Lot LOT-0001. Lot 1 Corporate Support

Description

The appointed agency will be expected to lead on the ongoing development and implementation of the Contracting Authority, ensuring that our values and tone are communicated consistently across a wide range of media. This includes the production of brand-aligned digital and physical marketing materials for each housing development, overarching corporate content such as our annual report, and the strategic use of digital platforms and social media. As a central part of this commission, the agency will be required to deliver a robust, forward-thinking digital marketing strategy, with particular focus on social media content planning and delivery, paid advertising campaigns, and performance analysis. A key requirement of this tender is the ability to produce high-quality photography and video in-house, ensuring we can respond quickly to campaign needs and deliver professional content across platforms.

Lot LOT-0002. Lot 2 Scheme Branding

Description

The appointed agency will be responsible for producing individual brand identities suitable for the range of schemes the Contracting Authority delivers. A full suite of marketing collateral and on-site materials for each development, including signage, brochures, digital assets, and content for marketing suites and show homes. The brand and content

should be tailored to resonate with a range of audiences, including potential homeowners, existing Oxford City Council tenants, stakeholders, and industry partners. The ability to apply the OX Place brand consistently across physical and digital outputs is key, along with the strategic understanding to tailor messaging appropriately for each audience group.

Contract 1. Lot 1 Corporate Support

Lots

Lot LOT-0001. Lot 1 Corporate Support

Supplier

- FULL COMMUNICATIONS HOLDINGS LIMITED

Contract value

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

Framework lot values may be shared with other lots

Below the relevant threshold

Award decision date

20 August 2025

Date assessment summaries were sent to tenderers

20 August 2025

Earliest date the contract will be signed

19 September 2025

Contract dates (estimated)

- 1 October 2025 to 31 August 2029
- 3 years, 11 months

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKJ14 - Oxfordshire
-

Contract 2. Lot 2 Scheme Branding**Lots**

Lot LOT-0002. Lot 2 Scheme Branding

Supplier

- CAST MEDIA GROUP LIMITED

Contract value

- £230,000 excluding VAT
- £276,000 including VAT

Framework lot values may be shared with other lots

Above the relevant threshold

Award decision date

20 August 2025

Date assessment summaries were sent to tenderers

20 August 2025

Standstill period

- End: 11 September 2025
- 8 working days

Earliest date the contract will be signed

19 September 2025

Contract dates (estimated)

- 1 October 2025 to 31 August 2029
- 3 years, 11 months

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKJ14 - Oxfordshire

Information about tenders

Lot LOT-0001. Lot 1 Corporate Support

- 14 tenders received
- 14 tenders assessed in the final stage:
 - 10 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)
-

Lot LOT-0002. Lot 2 Scheme Branding

- 14 tenders received
 - 14 tenders assessed in the final stage:
 - 10 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

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

Email: hello@castcan.co.uk

Website: <https://www.castcan.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 2. Lot 2 Scheme Branding

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

Email: hello@fullcomms.co.uk

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

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Lot 1 Corporate Support

Contracting authority

Oxford City Council

- Public Procurement Organisation Number: PJQW-3663-YMYQ

Oxford Town Hall, St Aldates

Oxford

OX1 1BX

United Kingdom

Email: Procurement@oxford.gov.uk

Region: UKJ14 - Oxfordshire

Organisation type: Public authority - sub-central government