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Planning

Public Affairs (PA) and Public Relations (PR) Consultancy Service Framework

ASTER GROUP LIMITED

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-055809

Procurement identifier (OCID): ocds-h6vhtk-05989c

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Scope

Reference

CAS-01125-R8Q1V8

Description

At Aster Group Our purpose is to provide safety and security through our reliable landlord and independent living services and we supply a wide range of options in response to the housing crisis through our Registered Providers and other member companies. To support this, Aster require high level public affairs support, including Government lobbying and sector influencing building on our strategy extending our scope of influencers and mobilising the relationships we now hold. The majority of PR support will target national media and key house builder and sector trade titles. We also require high-level strategic advice and support so we can be agile to the changing requirements and opportunities faced by the business.

The anticipated services may include, but are not limited to:

Strategic communications and messaging

Public affairs and policy engagement

Crisis communications

Media relations and press office support

Stakeholder engagement

Reputation management

Social media strategy and content

Event support and campaign delivery

The final scope will be informed by this market engagement.

Commercial tool

Establishes a framework

Contract dates (estimated)

- 1 April 2026 to 31 March 2030
- Possible extension to 31 March 2032
- 6 years

Main procurement category

Services

CPV classifications

- 79416000 - Public relations services
-

Engagement

Engagement deadline

30 September 2025

Engagement process description

This Preliminary Market Engagement Notice (PIN) is issued to inform the market of a potential upcoming procurement for Public Affairs (PA) and Public Relations (PR) consultancy services. The purpose of this engagement is to:

Understand market capabilities and interest

Inform the scope and structure of the procurement

Explore suitable commercial and delivery models

Identify potential risks and opportunities

This is not a call for competition and does not constitute a formal procurement process.

Interested suppliers are invited to participate by completing a Preliminary Market Engagement Questionnaire. The questionnaire seeks feedback on service capabilities, delivery models, commercial preferences, and suggestions for framework design.

Responses will be used to shape the procurement strategy and documentation.

Subject to the outcome of this engagement, the contracting authority may proceed with a formal procurement process. Suppliers who do not participate in this engagement will not be excluded from future opportunities.

It is mandatory for any interested suppliers to register on the new CENTRAL DIGITAL

PLATFORM which is part of the enhanced Find a Tender Service.

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
 - Voluntary, community and social enterprises (VCSE)
-

Submission

Publication date of tender notice (estimated)

3 November 2025

Contracting authority

ASTER GROUP LIMITED

- Companies House: IP29573R

Sarson Court

Devizes

SN10 2AZ

United Kingdom

Email: aster.procurement@aster.co.uk

Region: UKK15 - Wiltshire CC

Organisation type: Public authority - sub-central government