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Award

Promotional Merchandise & Clothing

Oxford Brookes University

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-056769

Procurement identifier (OCID): ocds-h6vhtk-059ad5

Published 16 September 2025, 8:25am

Scope

Description

The University's procurement of promotional items is split into two distinct categories, serving different needs and audiences.

First, there are high-volume, frequently purchased products. These items, which can be branded or unbranded, are essential for daily use and events. They are given away at events or used by staff and students. Historic examples include pens, wristbands, bags, confectionery, reusable mugs, water bottles, notebooks, lanyards, and branded apparel like hoodies and polo shirts.

Second, the University sources premium and luxury products. These are higher-quality items, often sold to alumni through the University's online shop or given as gifts by members of the Vice Chancellor Group (VCG). Past examples include ties, cufflinks, pen sets, business card holders, and china cups.

Please note that these examples are not exhaustive. The University expects suppliers to provide a wide range of new and popular items throughout the contract's duration.

The University is issuing a direct award transparency notice because of the significant time and cost involved in setting up an e-store for staff and students. This new platform, which has only recently been completed, will now be trialed across the university.

Contract 1. Promotional Merchandising & Clothing with Webstore

Suppliers

Supplier not yet selected

Contract value

- £180,000 excluding VAT
- £216,000 including VAT

Below the relevant threshold

Earliest date the contract will be signed

3 November 2025

Contract dates (estimated)

- 3 November 2025 to 31 October 2026
- Possible extension to 31 October 2028
- 2 years, 11 months, 28 days

Description of possible extension:

One additional year.

Main procurement category

Services

CPV classifications

- 79342000 - 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)

Procedure

Procedure type

Below threshold - without competition

Special regime

Concession

Contracting authority

Oxford Brookes University

- UK Register of Learning Providers (UKPRN number): 10004930
- Public Procurement Organisation Number: PPGL-1164-DJLT

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Region: UKJ14 - Oxfordshire

Organisation type: Public authority - sub-central government