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Planning

## Creative Design Services

The University of Ulster

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

Notice identifier: 2025/S 000-061419

Procurement identifier (OCID): ocds-h6vhtk-05a5a9

Published 1 October 2025, 3:21pm

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## Scope

## Reference

6161163

## Description

Creative Design Services-Ulster University wishes to appoint a single supplier to help us realise our growth ambitions. An extension of our own team who will embrace and ambassador the brand as we do, to fortify brand excellence in all that we do.

Brand management is one of the most complex management challenges for universities.

The globalisation of the education sector and increasing competition in higher education means that brands have increasingly become a strategic asset to be carefully developed

with its value protected and grown.

A strong brand benefits us all. If a university thrives, the value of its brand will increase, in turn creating a virtuous loop as academics, students and funding are drawn in.

We seek a partner who understands our goals and adds value in achieving and exceeding them.

There will be one Contract to provide:

Art Working - Graphic layout from existing templates based on Ulster University brand guidelines.

Brand Design - Concept creation of sub brand, logo or brand lock up, including research, mood boards, concepts presentation and finally delivery of brand with associated guidelines.

Video - Producing story boards, on occasion scripts and managing logistics through to complete edit. Completing with captions, name plates and graphic cards. Where necessary producing and executing video content for cinema and TV including management of Clearcast, clocking and Peach upload.

Photography - Capturing photographs of our buildings and facilities to artistically celebrate the investment in our students and in Northern Ireland. Creating content that is both aesthetically excellent as well as accurate.

Further details are contained within the Tender Documents.

### **Total value (estimated)**

- £1,291,000 including VAT

### **Contract dates (estimated)**

- 21 December 2025 to 20 December 2028
- Possible extension to 20 December 2031
- 6 years

## **Main procurement category**

Services

## **CPV classifications**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79340000 - Advertising and marketing services

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## **Engagement**

### **Engagement deadline**

14 May 2025

The engagement was carried out before this notice was published.

### **Engagement process description**

The Preliminary market engagement notice was advertised to the market place to test whether there was an appetite for separate Lots within the market place as the University was considering going out to the market place with a Lotted tender of 4 Lots, Artworking, Brand Design, Concept Creative Video Production and Architectural Photography as opposed to a single lot tender which is what is currently being contract managed with supplier Whitenoise at present. This information was used to verify the procurement route and provide the relevant information to assist the University in making a decision in terms of the procurement route to market, i.e. various lots or a single lot.

This preliminary market engagement was advertised to the open market and all suppliers were given equal chance to participate. Deadline submissions were adhered to by all suppliers and the University treated all suppliers equally and indeed fairly. The information

requested was not assessed and was used to sound out the market place to see if there were activity around Lotting. No supplier had an unfair advantage or disadvantage over another

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## **Submission**

### **Publication date of tender notice (estimated)**

1 October 2025

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## **Contracting authority**

### **The University of Ulster**

- Companies House: RC000726
- Public Procurement Organisation Number: PDLT-6268-MWZV

Finance Office

Coleraine

BT52 1SA

United Kingdom

Email: [procurement\\_enquiries@ulster.ac.uk](mailto:procurement_enquiries@ulster.ac.uk)

Website: <https://www.ulster.ac.uk>

Region: UKN0C - Causeway Coast and Glens

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Northern Ireland