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Award

Provision of branded merchandise for onsite shop

THE UNIVERSITY OF BIRMINGHAM

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

Notice identifier: 2025/S 000-066651

Procurement identifier (OCID): ocds-h6vhtk-05cf9e

Published 20 October 2025, 11:58am

Scope

Description

Infinity was the approved supplier for branded merchandise for the University's on-campus gift shop, which was operated externally by Unique. Infinity also operated the online merchandise store, with fulfilment of online orders managed by Unique. All merchandise supplied by Infinity to Unique was approved by the University's brand team, with under signed Heads of Terms for use of branding valid until July 2027.

Following Unique's unexpected liquidation last week, both the physical gift shop and the online store ceased operations immediately. This has resulted in a complete halt in the availability of official University merchandise, which is considered as negatively impacting the student experience and posing a risk to brand reputation.

To mitigate this disruption, the University is implementing a contingency plan to bring all aspect of the gift shop including merchandise operations in-house. To ensure continuity and maintain brand integrity, immediate access to branded stock is required - stock that aligns with previously approved designs and possibly stock items acquired from the liquidator. Infinity is uniquely positioned to supply this merchandise without delay, given their existing approvals, familiarity with our brand standards and arrangements that were in place for the University Campus.

Conducting a full competitive tender at this stage would introduce a significant delay,

during which the University would remain unable to offer official merchandise. This direct award until the expiry of the Heads of Terms enables the University to restore both physical and online merchandise availability within 10-14 days, ensuring continuity of service and safeguarding the University's brand presence and integrity.

Contract 1

Supplier

- Infinity Incorporated Limited

Contract value

- £350,000 excluding VAT
- £420,000 including VAT

Above the relevant threshold

Earliest date the contract will be signed

31 October 2025

Contract dates (estimated)

- 31 October 2025 to 18 August 2027
- 1 year, 9 months, 19 days

Main procurement category

Goods

CPV classifications

- 39294100 - Information and promotion products

Contract locations

- UK - United Kingdom

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Extreme and unavoidable urgency

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Supplier

Infinity Incorporated Limited

- Companies House: 03582519

One Central Street

Manchester

M2 5WR

United Kingdom

Email: sales@infinityinc.co.uk

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

Region: UKD33 - Manchester

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

THE UNIVERSITY OF BIRMINGHAM

- Companies House: RC000645
- Public Procurement Organisation Number: PHCQ-3464-LVTM

Edgbaston

Birmingham

B15 2TT

United Kingdom

Email: procurement@bham.ac.uk

Website: <http://www.birmingham.ac.uk>

Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government