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Award

FRA084 - Creative Services Framework

Waste & Resources Action Programme

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

Notice identifier: 2025/S 000-067422

Procurement identifier (OCID): ocds-h6vhtk-05858f ([view related notices](#))

Published 22 October 2025, 12:05pm

Scope

Reference

PRC033

Description

WRAP is seeking to establish a Creative Services Framework to support our in-house Marketing & Communications team and wider organisation. The framework will provide overflow capacity and access to specialist expertise for creative services across digital and print media. This ITT invites qualified freelancers and multi-disciplinary agencies to tender for inclusion in the framework. WRAP aims to contract with both individual providers and retained agencies for flexible, responsive and high-quality creative support.

The Creative Services Framework has 3 distinct lots: Graphic Design & Artworking (Lot 1), Video, Animation & Photography (Lot 2), Brand & Campaign Development (Lot 3). It is acceptable for a supplier to sit within multiple Lots.

The fast-paced nature of our campaigns and activities requires a trusted pool of creative suppliers capable of delivering high-impact work on short timelines. This ITT follows a pre-market engagement (April 2025) and reflects the needs and structure informed by that

exercise.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=987052115>

Lot 1. Graphic Design & Artworking

Description

WRAP are looking to work with both individual freelancers and retained agencies for flexible, responsive and high-quality creative support. Working closely with our inhouse creative, marketing & delivery teams Lot 1 (Graphic Design & Artworking) will provide overflow capacity and access to specialist expertise for design services across digital and print media. Work packages will range in scope and span both longer-term strategic projects and quick turnaround tactical needs.

Lot 2. Video, Animation & Photography

Description

WRAP requires videographers, animators and photographers to produce high-quality, engaging visual content. Outputs must be tailored for multi-channel delivery (e.g. social, web, events), supporting programme promotion, stakeholder engagement, and public behaviour change campaigns. WRAP anticipates appointing:

- Up to 2 retained agencies (for strategic or high-volume projects)
- Up to 5 freelancers (for flexible, ad-hoc support)

Lot 3. Brand & Campaign Development

Description

Development of creative campaign concepts, messaging and branding. This includes strategic input, creation of visual identities, campaign planning, and the development of compelling assets to engage target audiences, build brand and drive behaviour change. WRAP anticipates appointing: • Up to 3 retained agencies

Contract 1. Graphic Design & Artworking

Lots

Lot 1. Graphic Design & Artworking

Suppliers (6)

- Among Equals
- Design by Antony
- Eleven Marketing & Communications Ltd
- Frink Design Limited
- Whistlejacket London
- Winwood Haines Ltd

Contract value

- £800,000 including VAT

Above the relevant threshold

Award decision date

14 October 2025

Date assessment summaries were sent to tenderers

14 October 2025

Standstill period

- End: 31 October 2025
- 8 working days

Earliest date the contract will be signed

4 November 2025

Contract dates (estimated)

- 5 November 2025 to 31 October 2027
- Possible extension to 24 October 2033
- 7 years, 11 months, 20 days

Description of possible extension:

This procurement is for Framework 1. WRAP intends to operate this open framework

model for a maximum period of eight (8) years in total, through successive framework procurements approximately every two (2) years. Bidders appointed to Framework 1 will be appointed for the term stated in the Framework Agreement only. Participation in any subsequent frameworks will require participation in a new procurement process.

Main procurement category

Services

CPV classifications

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
 - 79822500 - Graphic design services
-

Contract 2. Video, Animation & Photography

Lots

Lot 2. Video, Animation & Photography

Suppliers (4)

- Jake Bufton Photography & Film
- Meantime Media Ltd
- Skylark Media
- Slate and Mortar Ltd

Contract value

- £800,000 including VAT

Above the relevant threshold

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Main procurement category

Services

CPV classifications

- 79960000 - Photographic and ancillary services
-

Contract 3. Brand & Campaign Development

Lots

Lot 3. Brand & Campaign Development

Suppliers (2)

- Bond and Coyne
- PS London Limited

Contract value

- £800,000 including VAT

Above the relevant threshold

Award decision date

14 October 2025

Date assessment summaries were sent to tenderers

14 October 2025

Standstill period

- End: 31 October 2025
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Earliest date the contract will be signed

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Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Information about tenders

Lot 1. Graphic Design & Artworking

- 64 tenders received
- 10 tenders assessed in the final stage:
 - 8 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 6 suppliers awarded contracts
- 4 suppliers unsuccessful (details included for contracts over £5 million)

Lot 2. Video, Animation & Photography

- 47 tenders received
- 8 tenders assessed in the final stage:
 - 6 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 4 suppliers awarded contracts

- 4 suppliers unsuccessful (details included for contracts over £5 million)
-

Lot 3. Brand & Campaign Development

- 49 tenders received
 - 6 tenders assessed in the final stage:
 - 4 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
 - 2 suppliers awarded contracts
 - 4 suppliers unsuccessful (details included for contracts over £5 million)
-

Submission

Submission type

Tenders

Procedure

Procedure type

Competitive flexible procedure

Suppliers

Among Equals

- Companies House: 12628559

1st & 2nd Floor,, 28 Cowper Street

London

EC2A 4AS

United Kingdom

Contact name: Jac Melling

Telephone: 07823392107

Email: jac@amongequals.co

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Graphic Design & Artworking

Bond and Coyne

- Companies House: 05230566

Studio G3 Chester House ,, 1-3 Brixton Road

London

SW9 6DE

United Kingdom

Contact name: Alex Causton

Telephone: 07742554887

Email: alex@bondandcoyne.co.uk

Region: UKI45 - Lambeth

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 3. Brand & Campaign Development

Design by Antony

- Public Procurement Organisation Number: PPVC-3252-BCQD

131 Lightwoods Road

Smethwick

B67 5BE

United Kingdom

Contact name: Antony Antoniou

Telephone: 07815931028

Email: studio@designbyantony.com

Region: UKG37 - Sandwell

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Graphic Design & Artworking

Eleven Marketing & Communications Ltd

- Public Procurement Organisation Number: PMMG-5942-HMNV

The Chapel, Welsh Row

Nantwich

CW5 5ET

United Kingdom

Contact name: Melanie Hurst

Telephone: 01925 382200

Email: newbusiness@elevenagency.co.uk

Region: UKD62 - Cheshire East

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Graphic Design & Artworking

Frink Design Limited

- Companies House: 05378259

31A Thayer Street

London

W1U 2QS

United Kingdom

Contact name: Paul Phillips

Telephone: 07939051769

Email: paul@frinkdesign.com

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Graphic Design & Artworking

Jake Bufton Photography & Film

- Public Procurement Organisation Number: PVYB-9645-LPZH

18 Clyde Road

Bristol

BS6 6RW

United Kingdom

Contact name: Jake Bufton

Telephone: 07971971139

Email: j.t.bufton@hotmail.co.uk

Region: UKK11 - Bristol, City of

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 2. Video, Animation & Photography

Meantime Media Ltd

- Companies House: 06728992

8 Netherconesford

Norwich

NR1 1PW

United Kingdom

Contact name: Martin Eke

Telephone: 01603 855118

Email: martin@meantime.studio

Region: UKH15 - Norwich and East Norfolk

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 2. Video, Animation & Photography

PS London Limited

- Companies House: 06333961

Angel Wharf,, 53 Eagle Wharf Road

London

N1 7ER

United Kingdom

Contact name: Robert Pepper

Telephone: 07973295250

Email: robert@pslondon.co.uk

Region: UKI41 - Hackney and Newham

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 3. Brand & Campaign Development

Skylark Media

- Companies House: 05446048

The Old Chapel, Future Leap,, 16 Oakfield Road,

Bristol

BS8 2AP

United Kingdom

Contact name: Nina Postans

Telephone: 0117 258 0011

Email: nina@skylarkmedia.co.uk

Region: UKK11 - Bristol, City of

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 2. Video, Animation & Photography

Slate and Mortar Ltd

- Companies House: 09257138

12 Woodpecker Close

Caldicot

NP26 3UZ

United Kingdom

Contact name: Stuart Whitehouse

Telephone: 07974617145

Email: stuart@slateandmortar.com

Region: UKL21 - Monmouthshire and Newport

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 2. Video, Animation & Photography

Whistlejacket London

- Companies House: 09021526

Vox Studios Unit N201A, 1-45 Durham Street

London

SE11 5JH

United Kingdom

Contact name: Richard Morris

Telephone: 07768 465951

Email: richard@whistlejacket.studio

Region: UKI45 - Lambeth

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Graphic Design & Artworking

Winwood Haines Ltd

- Companies House: 06016027

31 Hazelwood Grove

South Croydon

CR2 9DW

United Kingdom

Contact name: Sarah Haines

Telephone: 07751 387031

Email: sarah@winwoodhaines.co.uk

Region: UKI62 - Croydon

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Graphic Design & Artworking

Contracting authority

Waste & Resources Action Programme

- Public Procurement Organisation Number: PCTJ-5948-ZJZV

Ground Floor, Blenheim Court, 19 George Street

Banbury

OX16 5BH

United Kingdom

Contact name: Procurement Lead

Telephone: 01295 584100

Email: procurement@wrap.org.uk

Region: UKJ14 - Oxfordshire

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)