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Planning

## Derby Theatre Rebrand

UNIVERSITY OF DERBY

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

Notice identifier: 2025/S 000-069763

Procurement identifier (OCID): ocds-h6vhtk-05d72d

Published 30 October 2025, 2:21pm

### Scope

#### Description

The University of Derby (UoD) is currently developing its procurement requirements and is potentially seeking to appoint one or more providers for a comprehensive organisational re-brand that goes way beyond a logo of the Derby Theatre.

Providers are invited to attend a market engagement event to help shape and inform a new service model and service specification.

The event will cover an overview of our requirements, as follows:

Module A: Brand strategy and consultancy

Module B: Design, tone and visual identity

Module C: Digital (Website re-skin and potential re-builds)

The aim of the market engagement event is to: give an overview of the Lots and services to be provided; explore market experience and appetite; explain the procurement process and anticipated timeline; allows questions and feedback from the market. We are gathering information to enable us to identify potential providers that they can meet the

UoD's visions and support our recruitment objectives.

The market engagement event will be held virtually using Teams during the week commencing 17 November 2025 (date and time will be confirmed after interest has been registered).

To participate in this market engagement exercise please register your interest by completing the MS form online at

<https://forms.office.com/Pages/ResponsePage.aspx?id=OrvxmPpegkelur2JfbYOYkkc7kdfLBCvBmmbuOv7JRUNUQzWVpRNUVUVUM1NEIUVERHWVFRzhZNI4u> by 12 (noon) on 14 November 2025. A maximum of 2 attendees from each organisation can attend.

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

- £50,000 including VAT

Below the relevant threshold

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

- 1 April 2026 to 31 March 2027
- 1 year

### **Main procurement category**

Services

### **CPV classifications**

- 79340000 - Advertising and marketing services

## **Contract locations**

- UKF - East Midlands (England)
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## **Engagement**

### **Engagement deadline**

14 November 2025

### **Engagement process description**

Suppliers to register using microsoft forms.

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Contracting authority**

### **UNIVERSITY OF DERBY**

- Companies House: 03079282

- Public Procurement Organisation Number: PBVB-7935-WGYQ

Kedleston Road

Derby

DE22 1GB

United Kingdom

Email: [procurement@derby.ac.uk](mailto:procurement@derby.ac.uk)

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

Region: UKF11 - Derby

Organisation type: Public authority - sub-central government