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Contract

Creative Marketing Services (Sales) framework

Anchor Hanover Group

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-070178

Procurement identifier (OCID): ocds-h6vhtk-0519ea ([view related notices](#))

Published 31 October 2025, 3:25pm

Scope

Description

Closed framework with a panel of four creative marketing agencies to lead on the planning, delivery, and ongoing promotion of our new build sales programme, marketed under our dedicated sales brand, Life in Place.

Appointed agencies will be commissioned for campaign and project-based work across the development pipeline and the panel of collaborative partners will have a strong understanding of the property sector, who can deliver intelligent, insight-led creative content that resonates with older homebuyers and their families through emotive, effective, and well-target campaigns.

Anchor's direct estimated spend is likely to be circa £1m across the 4 years.

Commercial tool

Establishes a framework

Framework

Maximum percentage fee charged to suppliers

0%

Framework operation description

Closed framework - 4 suppliers.

Each supplier has a hourly rate card for different roles/position across the scope of services.

Selection - Either through a direct award or a mini competition.

Call appointment will be completed for each project.

Award method when using the framework

Either with or without competition

Contracting authorities that may use the framework

Anchor may permit use of the framework by any other contracting authority and this will be at Anchor's sole discretion and will be subject to payment of a fix fee of £5,000.

Contract 1. Creative Marketing Services (Sales) Framework

Suppliers (4)

- FLUID IDEAS LIMITED
- MEDIAWORKS UK LIMITED
- STEFFCO LIMITED
- WE ARE FRED CREATIVE LTD

Contract value

- £10,000,000 excluding VAT
- £12,000,000 including VAT

Above the relevant threshold

Date signed

20 October 2025

Contract dates

- 20 October 2025 to 19 October 2029
- 4 years

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and 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)

Submission

Submission type

Requests to participate

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Suppliers

FLUID IDEAS LIMITED

- Companies House: 06011174
- Public Procurement Organisation Number: PJLL-6189-TYHR

First Floor North Mill Darley Abbey Mills

Derby

DE22 1DZ

United Kingdom

Email: hello@fluid-ideas.co.uk

Website: <http://www.fluid-ideas.co.uk>

Region: UKF11 - Derby

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

MEDIAWORKS UK LIMITED

- Companies House: 06309397
- Public Procurement Organisation Number: PGMB-5426-PPJQ

Floor 2 The Honeycomb

Gateshead

NE11 9SZ

United Kingdom

Email: bidteam@mediaworks.co.uk

Website: <http://www.mediaworks.co.uk>

Region: UKC22 - Tyneside

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

STEFFCO LIMITED

- Companies House: 03234103
- Public Procurement Organisation Number: PHQZ-9455-HPHW

78 Armley Road

Leeds

LS12 2EJ

United Kingdom

Email: pgt@weareresource.co.uk

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

Region: UKE42 - Leeds

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

WE ARE FRED CREATIVE LTD

- Companies House: 10373719

- Public Procurement Organisation Number: PZLZ-3535-VTMP

Suite 9, Hadleigh Business Centre

Hadleigh

SS7 2BT

United Kingdom

Email: clive@wearefred.co.uk

Website: <http://www.wearefred.co.uk>

Region: UKH37 - Essex Thames Gateway

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

Contracting authority

Anchor Hanover Group

- Mutuals Public Register: 7843
- Public Procurement Organisation Number: PYBH-1339-MTCJ

2 Godwin Street

Bradford

BD1 2ST

United Kingdom

Email: allen.norman@anchor.org.uk

Region: UKE41 - Bradford

Organisation type: Public authority - sub-central government