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Tender

Branding Strategy Consultation - Museum of Hartlepool - Tides of Change

Hartlepool Borough Council

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-070208

Procurement identifier (OCID): ocids-h6vhtk-05d856

Published 31 October 2025, 3:54pm

Scope

Reference

OPEN20251890

Description

Hartlepool Borough Council (HBC) Museum and Gallery Team are seeking a qualified and experienced brand consultant / agency as part of the 'Tides of Change: Revitalising the Museum of Hartlepool and PS Wingfield Castle' project.

The agency will, using primary and secondary market research and consultation, prepare a plan for the systematic development of the brand in line with the business objectives. Tenderers are required to provide a fee proposal for a brand strategy.

The strategy should be developed with key target markets in mind. These will include:

- Local Residents
- Day Visitors from across Tees Valley

- Tourists beyond an hour drive time
- Educational Visits
- Special Interest Groups

Total value (estimated)

- £35,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 1 January 2026 to 28 February 2027
- 1 year, 2 months

Main procurement category

Services

CPV classifications

- 73200000 - Research and development consultancy services

Contract locations

- UKC11 - Hartlepool and Stockton-on-Tees
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Submission

Tender submission deadline

24 November 2025, 2:00pm

Submission address and any special instructions

<https://open-uk.org>

Tenders may be submitted electronically

Yes

Award criteria

70% Quality

30% Price

Procedure

Procedure type

Below threshold - open competition

Contracting authority

Hartlepool Borough Council

- Public Procurement Organisation Number: PTCQ-5564-CHJP

Civic Centre, Victoria Road

Hartlepool

TS24 8AY

United Kingdom

Email: procurement@hartlepool.gov.uk

Region: UKC11 - Hartlepool and Stockton-on-Tees

Organisation type: Public authority - sub-central government