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Planning

## Marketing & Creative Services Framework

ASTER GROUP LIMITED

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

Notice identifier: 2025/S 000-070496

Procurement identifier (OCID): ocds-h6vhtk-05d915 ([view related notices](#))

Published 3 November 2025, 2:31pm

### Scope

### Reference

CAS-01107-Y9J4K5

### Description

Aster Group is a housing association which provides safe, well-maintained, affordable homes to thousands of people across the south of England and London. Our vision is that everyone has a home. Our not-for-dividend business was established in 1990 and has £2.5 billion worth of social housing assets. We reinvest our profits from open market sale and shared ownership to support the development of affordable homes. We own and maintain nearly 38,000 homes and employ over 2,000 people. For more information, visit [www.aster.co.uk](http://www.aster.co.uk).

We're committed to playing our part in tackling the housing shortage by delivering a wide range of housing options. During 2024/25 the business delivered 984 homes offering affordable and social rent, shared ownership and open market sale options and we're set to provide circa 980 new homes during 2025/26. Looking ahead, the Group plans to invest £1.6 billion to achieve our long-term target to deliver 7,000 homes over the next seven

years. We're relentless in our mission to extend a positive impact into our communities.

We are conducting a preliminary market engagement (PME) to inform the development of a future procurement exercise for marketing and creative services. This is not a formal tender, but an opportunity for suppliers to provide non-binding budgetary estimates and insights to help shape our tender approach.

It is the intention of Aster Group (also known as 'Aster Sales') to establish a framework agreement with suitably qualified specialist external agencies to help us deliver our shared ownership sales & marketing strategy with support on creative development, digital marketing and marketing automation delivery services to meet needs that cannot be met in-house by its own provision, or where additional knowledge and expertise is required.

The appointed agency (s) will lead on strategic creative direction and planning, campaign development, cross-platform asset creation, content optimisation and performance analysis.

The requirement shall be split into four lots:

- Lot 1 – Digital marketing support
- Lot 2 – Creative support
- Lot 3 – Artworking
- Lot 4 - Development marketing automation delivery

Suppliers will be able to submit a response for either one or more lots as detailed in Appendix 1

## **Commercial tool**

Establishes a framework

## **Contract dates (estimated)**

- 18 May 2026 to 17 May 2030

- 4 years

## **Main procurement category**

Services

## **CPV classifications**

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

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## **Engagement**

### **Engagement deadline**

28 November 2025

### **Engagement process description**

This Preliminary Market Engagement Notice (PIN) is issued to inform the market of a potential upcoming procurement for Marketing & Creative Services. The purpose of this engagement is to:

- \*Understand market capabilities and interest
- \*Inform the scope and structure of the procurement
- \*Explore suitable commercial and delivery models
- \*Identify potential risks and opportunities

This is not a call for competition and does not constitute a formal procurement process.

Interested suppliers are invited to participate by completing a Preliminary Market Engagement Questionnaire. The questionnaire seeks feedback on service capabilities, delivery models, commercial preferences, and suggestions for procurement/framework design.

Please follow this link to express your interest and access the related documents:

<https://in-tendhost.co.uk/aster.aspx/ProjectManage/617>

Responses will be used to shape the procurement strategy and documentation.

Subject to the outcome of this engagement, the contracting authority may proceed with a formal procurement process. Suppliers who do not participate in this engagement will not be excluded from future opportunities.

It is mandatory for any interested suppliers to register on the new CENTRAL DIGITAL PLATFORM which is part of the enhanced Find a Tender Service.

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## **Participation**

### **Particular suitability**

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

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## **Submission**

### **Publication date of tender notice (estimated)**

5 January 2026

## Contracting authority

### **ASTER GROUP LIMITED**

- Companies House: IP29573R

Sarson Court

Devizes

SN10 2AZ

United Kingdom

Contact name: Victor Ayaga

Email: [aster.procurement@aster.co.uk](mailto:aster.procurement@aster.co.uk)

Website: <https://in-tendhost.co.uk/aster/aspx/Login>

Region: UKK15 - Wiltshire CC

Organisation type: Public authority - sub-central government