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Contract

Strategic Marketing and Communications

University Of Edinburgh

F03: Contract award notice

Notice identifier: 2025/S 000-070726

Procurement identifier (OCID): ocds-h6vhtk-052782

Published 4 November 2025, 10:27am

Section I: Contracting authority

I.1) Name and addresses

University Of Edinburgh

Charles Stewart House, 9-16 Chambers Street

Edinburgh

EH1 1HT

Contact

Elliot Freeman

Email

Elliot.Freeman@ed.ac.uk

Telephone

+44 1316502759

Country

United Kingdom

NUTS code

UKM75 - Edinburgh, City of

Internet address(es)

Main address

<http://www.ed.ac.uk>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00107

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Strategic Marketing and Communications

Reference number

EC1045

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Edinburgh's Accommodation, Catering & Events (ACE) department is seeking to establish a contract for its commercial marketing and communications services. This initiative originally aimed to appoint external agencies across three key lots: Paid Advertising and Digital Strategy, Public Relations and Branding & Design, however the former was cancelled during the tender process.

By securing expert partners, ACE will enhance brand visibility, streamline communications, and drive commercial success across its portfolio, including The University's year-round hotels, summer accommodation, highland lodges, event services, catering outlets and hospitality services.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £800,000

II.2) Description

II.2.1) Title

Public Relations

Lot No

2

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

II.2.3) Place of performance

NUTS codes

- UKM75 - Edinburgh, City of

II.2.4) Description of the procurement

This lot encompasses the development and execution of public relations strategies tailored to the tourism and hospitality sector, with a focus on media outreach, brand partnerships, community engagement, and creating strong relationships with local, national, and international media. The goal is to raise the University's profile within the commercial hospitality space, boost its reputation, and drive engagement from key audiences, including potential guests and industry stakeholders.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 60

Price - Weighting: 40

II.2.11) Information about options

Options: Yes

Description of options

The University will have the option to extend this contract by an additional period of 24-months.

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Branding and Design

Lot No

3

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKM75 - Edinburgh, City of

II.2.4) Description of the procurement

This lot will focus on the creation, development, and execution of the University's commercial branding and design materials to ensure a consistent and impactful visual identity across all commercial initiatives.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 60

Price - Weighting: 40

II.2.11) Information about options

Options: Yes

Description of options

The University will have the option to extend this contract by an additional period of 24-months.

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Paid Digital Advertising and Digital Strategy

Lot No

1

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341400 - Advertising campaign services
- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

II.2.3) Place of performance

NUTS codes

- UKM75 - Edinburgh, City of

II.2.4) Description of the procurement

The appointed supplier will be responsible for planning, buying, and optimising paid social media/Google campaigns across relevant platforms to drive engagement, brand awareness, and conversions for Accommodation, Catering and Events.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 60

Price - Weighting: 40

II.2.11) Information about options

Options: Yes

Description of options

The University will have the option to extend this contract by an additional period of 24-months.

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2.14) Additional information

This lot was cancelled during the tender process and no award was made.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2025/S 000-027943](#)

Section V. Award of contract

Lot No

1

Title

Paid Digital Advertising and Digital Strategy

A contract/lot is awarded: No

V.1) Information on non-award

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

Section V. Award of contract

Lot No

2

Title

Public Relations

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

31 October 2025

V.2.2) Information about tenders

Number of tenders received: 12

Number of tenders received from SMEs: 12

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 12

Number of tenders received by electronic means: 12

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Frame

Four Winds Pavilion, Pacific Quay

Glasgow

G51 1DZ

Telephone

+44 1415595840

Country

United Kingdom

NUTS code

- UKM82 - Glasgow City

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £400,000

Section V. Award of contract

Lot No

3

Title

Branding and Design

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

31 October 2025

V.2.2) Information about tenders

Number of tenders received: 18

Number of tenders received from SMEs: 17

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 18

Number of tenders received by electronic means: 18

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

We are SevenThree Ltd

37 One George Street

Edinburgh

EH2 2HN

Telephone

+44 7411987662

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £400,000

Section VI. Complementary information

VI.3) Additional information

Lot 1 was cancelled as it was determined that the specification for this lot did not adequately capture the unique requirements of the University's Accommodation, Catering and Events department. Therefore, the decision was made to not progress this lot any further in this tender.

(SC Ref:812513)

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court

27 Chambers Street

Edinburgh

EH1 1LB

Country

United Kingdom