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Award

Creative Development & Design Framework

University of Huddersfield

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-077819

Procurement identifier (OCID): ocds-h6vhtk-0566a6 ([view related notices](#))

Published 27 November 2025, 4:05pm

Scope

Reference

HUD-MAR-019

Description

**** CONTRACT AWARD NOTICE ****

The University of Huddersfield intends to establish a multi-supplier framework agreement for the supply of Creative Development and Design Services.

The framework will consist of two lots:

Lot 1: Creative development and design delivery for the University brand, plus Undergraduate (UG) sub-brand

Lot 2: All other Audience sub-brand creative development and design delivery (non-UG)

To view this notice, please click [here](#):

<https://neupc.delta-esourcing.com/delta/viewNotice.html?noticeId=997372498>

Lot 1. Creative development and design delivery for the University brand, plus Undergraduate (UG) sub-brand

Description

The University is in the process of developing a new brand strategy, following a piece of brand perceptions research.

The successful supplier will deliver the creative development and design elements for all high-profile undergraduate student recruitment campaigns, including collateral to be used in large-scale, multi-channel advertising campaigns, web content, print material etc.

The successful supplier will be expected to develop a campaign guidelines document for use by internal colleagues and agencies on the Graphic Design and Art Working framework , who may develop small-scale items that support undergraduate activity.

The successful supplier may work on the visual development of the University brand and the University brand guidelines.

Lot 2. All other Audience sub-brand creative development and design delivery (non-UG)

Description

Suppliers work with Postgraduate, Distance Learning and International Marketing Teams to deliver the creative development and design elements for related student recruitment campaigns, including collateral to be used in digital advertising campaigns, web content,

print material etc.

The supplier will be expected to develop a campaign guidelines document for use by internal colleagues and agencies on the Graphic Design and Art Working framework, who may develop small-scale items that support audience-specific activity.

There may also be opportunity to work with organisational departments to create sub-brands for internal use e.g. Student Services.

Contract 1. Lot 1. Creative development and design delivery for the University brand, plus Undergraduate (UG) sub-brand

Lots

Lot 1. Creative development and design delivery for the University brand, plus Undergraduate (UG) sub-brand

Supplier

- Creative Concern Limited

Contract value

- £1,250,000 excluding VAT
- £1,500,000 including VAT

Above the relevant threshold

Award decision date

26 November 2025

Date assessment summaries were sent to tenderers

27 November 2025

Standstill period

- End: 9 December 2025
- 8 working days

Earliest date the contract will be signed

10 December 2025

Contract dates (estimated)

- 1 January 2026 to 31 December 2027
- Possible extension to 31 December 2029
- 4 years

Description of possible extension:

The agreement will have an initial duration of 2 years, with the option to extend for a further period of 2 years, subject to continued satisfactory performance and pricing. The maximum agreement term is 4 years.

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Contract locations

- UKE44 - Calderdale and Kirklees
-

Contract 2. Lot 2. All other Audience sub-brand creative development and design delivery (non-UG)

Lots

Lot 2. All other Audience sub-brand creative development and design delivery (non-UG)

Suppliers (2)

- 12 Miles North Limited
- Glassup & Stoski Ltd

Contract value

- £160,000 excluding VAT
- £192,000 including VAT

Below the relevant threshold

Award decision date

26 November 2025

Date assessment summaries were sent to tenderers

26 November 2025

Earliest date the contract will be signed

10 December 2025

Contract dates (estimated)

- 1 January 2026 to 31 December 2027
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Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Contract locations

- UKE44 - Calderdale and Kirklees

Information about tenders

Lot 1. Creative development and design delivery for the University brand, plus Undergraduate (UG) sub-brand

- 21 tenders received
- 12 tenders assessed in the final stage:
 - 12 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 11 suppliers unsuccessful (details included for contracts over £5 million)

Lot 2. All other Audience sub-brand creative development and design delivery (non-UG)

- 10 tenders received
- 5 tenders assessed in the final stage:
 - 5 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 2 suppliers awarded contracts
- 3 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Open procedure

Suppliers

12 Miles North Limited

THE BUSINESS VILLAGE, INNOVATION WAY

BARNSELY

S75 1JL

United Kingdom

Telephone: 07759653172

Email: hello@12milesnorth.co.uk

Region: UKE31 - Barnsley, Doncaster and Rotherham

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 2. Lot 2. All other Audience sub-brand creative development and design delivery (non-UG)

Creative Concern Limited

- Companies House: 04582786

FAIRBAIRN BUILDING,, 72 SACKVILLE STREET,

MANCHESTER,

M1 3NJ

United Kingdom

Telephone: 01612360600

Email: info@creativeconcern.com

Region: UKD33 - Manchester

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Lot 1. Creative development and design delivery for the University brand, plus Undergraduate (UG) sub-brand

Glassup & Stoski Ltd

THE STABLES 23B LENTEN STREET,

ALTON,

GU34 1HG

United Kingdom

Telephone: 01784426952

Email: info@glassupandstoski.com

Region: UKJ36 - Central Hampshire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 2. Lot 2. All other Audience sub-brand creative development and design delivery (non-UG)

Contracting authority

University of Huddersfield

- Public Procurement Organisation Number: PVLZ-8691-TYWT

Queensgate

Huddersfield

HD1 3DH

United Kingdom

Contact name: Claire Gunton

Email: c.gunton@hud.ac.uk

Region: UKE44 - Calderdale and Kirklees

Organisation type: Public authority - sub-central government