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Contract

Brand Refresh

UNIVERSITY OF SUSSEX(THE)

F20: Modification notice

Notice identifier: 2025/S 000-083881

Procurement identifier (OCID): ocds-h6vhtk-050efa

Published 17 December 2025, 1:59pm

Section I: Contracting authority/entity

I.1) Name and addresses

UNIVERSITY OF SUSSEX(THE)

Sussex House

Falmer, Brighton

BN19RH

Contact

Kelly Feldman

Email

k.feldman@sussex.ac.uk

Country

United Kingdom

Region code

UKJ2 - Surrey, East and West Sussex

Companies House

RC000672

Internet address(es)

Main address

<https://www.sussex.ac.uk/>

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Brand Refresh

Reference number

US_25306

II.1.2) Main CPV code

- 79342200 - Promotional services

II.1.3) Type of contract

Services

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKJ2 - Surrey, East and West Sussex

II.2.4) Description of the procurement at the time of conclusion of the contract:

Brand Refresh and associated services

II.2.7) Duration of the contract, framework agreement, dynamic purchasing system or concession

Duration in months

18

Section IV. Procedure

IV.2) Administrative information

IV.2.1) Contract award notice concerning this contract

Notice number: [2025/S 000-019788](#)

Section V. Award of contract/concession

Contract No

US_25159/US_25306

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract/concession award decision:

31 March 2025

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor/concessionaire

Hudson Fuggle Limited

London

Country

United Kingdom

NUTS code

- UKI - London

Companies House

03912072

The contractor/concessionaire is an SME

Yes

V.2.4) Information on value of the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)

Total value of the procurement: £83,333

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

University of Sussex

Brighton

Country

United Kingdom

Section VII: Modifications to the contract/concession

VII.1) Description of the procurement after the modifications

VII.1.1) Main CPV code

- 79342200 - Promotional services

VII.1.3) Place of performance

NUTS code

- UKJ2 - Surrey, East and West Sussex

VII.1.4) Description of the procurement:

Appointment of a brand agency partner to deliver a refreshed brand creative and associated services for the University of Sussex.

VII.1.5) Duration of the contract, framework agreement, dynamic purchasing system or concession

Duration in months

18

VII.1.6) Information on value of the contract/lot/concession (excluding VAT)

Total value of the contract/lot/concession:

£152,307.50

VII.1.7) Name and address of the contractor/concessionaire

Hudson Fuggle Limited

London

Country

United Kingdom

NUTS code

- UKJ2 - Surrey, East and West Sussex

Companies House

03912072

The contractor/concessionaire is an SME

Yes

VII.2) Information about modifications

VII.2.1) Description of the modifications

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

Additional services for brand refresh and implementation

VII.2.2) Reasons for modification

Need for additional works, services or supplies by the original contractor/concessionaire.

Description of the economic or technical reasons and the inconvenience or duplication of cost preventing a change of contractor:

As the agency responsible for the brand refresh Hudson Fuggle are the best placed supplier to deliver additional materials and support the university to implement the changes so they are embedded for ongoing use.

VII.2.3) Increase in price

Updated total contract value before the modifications (taking into account possible earlier contract modifications, price adaptations and average inflation)

Value excluding VAT: £83,333

Total contract value after the modifications

Value excluding VAT: £152,307.50