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Contract

Creative Design Agency Services to OX Place

Oxford City Council

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-083939

Procurement identifier (OCID): ocds-h6vhtk-0556e7 ([view related notices](#))

Published 17 December 2025, 2:57pm

Scope

Reference

OCC000769

Description

The appointed agency will be expected to lead on the ongoing development and implementation of the Contracting Authority, ensuring that our values and tone are communicated consistently across a wide range of media. This includes the production of brand-aligned digital and physical marketing materials for each housing development, overarching corporate content such as our annual report, and the strategic use of digital platforms and social media. As a central part of this commission, the agency will be required to deliver a robust, forward-thinking digital marketing strategy, with particular focus on social media content planning and delivery, paid advertising campaigns, and performance analysis. A key requirement of this tender is the ability to produce high-quality photography and video in-house, ensuring we can respond quickly to campaign needs and deliver professional content across platforms.

An important focus of the upcoming period will also be the redesign and redevelopment of

the OX Place website. The new site must be user-focused, responsive across all devices, and compliant with the latest UK accessibility guidelines (WCAG 2.2 or higher). It must provide intuitive navigation, integration with development-specific pages, and a search function allowing prospective buyers to easily find and explore new homes. The design should reflect current digital trends and best practices within the housing and development sector, benchmarking against both public sector and private developer competitors.

Commercial tool

Establishes a framework

Lot LOT-0001. Lot 1 Corporate Support

Description

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Lot LOT-0002. Lot 2 Scheme Branding

Description

The appointed agency will be responsible for producing individual brand identities suitable for the range of schemes the Contracting Authority delivers. A full suite of marketing collateral and on-site materials for each development, including signage, brochures, digital assets, and content for marketing suites and show homes. The brand and content should be tailored to resonate with a range of audiences, including potential homeowners, existing Oxford City Council tenants, stakeholders, and industry partners. The ability to apply the OX Place brand consistently across physical and digital outputs is key, along with the strategic understanding to tailor messaging appropriately for each audience group.

Framework

Maximum percentage fee charged to suppliers

0%

Framework operation description

Price as quoted in the tender return.

One supplier for each lot appointed.

Selection Process - Direct Award

Award method when using the framework

Without competition

Contracting authorities that may use the framework

Establishing party only

Contract 1. Lot 1 Corporate Support

Lots

Lot LOT-0001. Lot 1 Corporate Support

Supplier

- FULL COMMUNICATIONS LIMITED

Contract value

- £150,000 excluding VAT
- £180,000 including VAT

Framework lot values may be shared with other lots

Below the relevant threshold

Date signed

1 October 2025

Contract dates

- 1 November 2025 to 31 October 2029
- 4 years

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKJ14 - Oxfordshire

Key performance indicators

Name	Reporting frequency
New Followers	12 months
Average Reach	12 months
Average Web Clicks	12 months

Contract 2. Lot 2 Scheme Branding**Lots**

Lot LOT-0002. Lot 2 Scheme Branding

Supplier

- CAST MEDIA GROUP LIMITED

Contract value

- £230,000 excluding VAT
- £276,000 including VAT

Framework lot values may be shared with other lots

Above the relevant threshold

Date signed

6 October 2025

Contract dates

- 1 November 2025 to 31 October 2029
- 4 years

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKJ14 - Oxfordshire

Key performance indicators

Name	Description	Reporting frequency
Appropriate Branding options per scheme	Number of	12 months
Marketing Collateral Options per scheme	number	12 months
Maximum number of amends required per collateral produced		12 months

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Suppliers

CAST MEDIA GROUP LIMITED

- Companies House: 03005065
- Public Procurement Organisation Number: PRZD-1219-JHHQ

29 The Studio 46 The Calls

Leeds

LS2 7EY

United Kingdom

Email: hello@castcan.co.uk

Website: <https://www.castcan.co.uk/>

Region: UKE42 - Leeds

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 2. Lot 2 Scheme Branding

FULL COMMUNICATIONS LIMITED

- Companies House: 04736768

- Public Procurement Organisation Number: PVCY-5526-LTGH

2nd Floor, Balfour House

London

W1W 7QA

United Kingdom

Email: Hr@fullcomms.co.uk

Website: <http://Fullcomms.co.uk>

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Lot 1 Corporate Support

Contracting authority

Oxford City Council

- Public Procurement Organisation Number: PJQW-3663-YMYQ

Oxford Town Hall, St Aldates

Oxford

OX1 1BX

United Kingdom

Email: Procurement@oxford.gov.uk

Region: UKJ14 - Oxfordshire

Organisation type: Public authority - sub-central government