

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/084426-2025>

Contract

Creative Development & Design Framework

University of Huddersfield

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

Notice identifier: 2025/S 000-084426

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

Published 18 December 2025, 2:06pm

Scope

Description

**** AWARDED ****

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=1000055625>

Commercial tool

Establishes a framework

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.

Framework

Maximum percentage fee charged to suppliers

0%

Framework operation description

Call-off contracts will be awarded by both direct award and quotations.

Award method when using the framework

Either with or without competition

Contracting authorities that may use the framework

Establishing party only

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

Framework lot values may be shared with other lots

Above the relevant threshold

Date signed

15 December 2025

Contract dates

- 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

Framework lot values may be shared with other lots

Below the relevant threshold

Date signed

12 December 2025

Contract dates

- 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

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Suppliers

12 Miles North Limited

THE BUSINESS VILLAGE, INNOVATION WAY

BARNSELEY

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

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

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

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