

Appendix 2 – Design, Marketing and Communication AdHoc Spend

Supplier	Description	FY 22/23 Expenditure	FY 23/24 Expenditure	FY 24/25 Expenditure
Axis Media Group Ltd	Media Training	£900		
Badges Plus Ltd	Blood Donor Badges	£19,891	£26,077	£22,175
Dentsu UK Limited	Media Planning and Buying - Call offs under Framework reference SP-23-05. Previous ref SP-18-007	£294,953	£187,613	£288,322
Gary Baker Photography Ltd	Conference and Event Photography	£1,400		
Happy Smile Limited	Staff Name Badges	£940	£1,305	£1,180
Mallard Video Productions Limited	Media Production	£7,560	£7,210	
RedBlu Graphics and Display Ltd	Exhibition and event stands and graphics	£5,169	£1,440	
Ross Promotional Products Limited	Promotional items	£6,799	£845	£10,315
Biteable	Simple animations	£309	£436.40	
Freepik	Photo, illustration and video library	£187		£109
NLA Licence	Essential for distribution of media coverage	£5,592	£4,808	£4,919
Meltwater	Social media engagement and media intelligence platform	£6,500	£7,475	£8,596
The Leith Agency Ltd	Call offs under Framework reference SP-21-017 including strategy and marketing communications	£41,620		
Two 7 Design Ltd	Conference and Event artwork and design	£2,590	£1,320	
Union Ltd	Call offs under Framework reference SP-21-017 for marketing services including production of TV and Radio adverts and videos	£125,322	£42,566	£5,903
		Total £519,731.92	Total £281,95.5	Total £341,519.92