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Tender

Media Buying Services

Middlesbrough College

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-004364

Procurement identifier (OCID): ocds-h6vhtk-0608c0

Published 19 January 2026, 1:51pm

Scope

Reference

CA17028

Description

The College requires a media agency to purchase, manage and optimise our digital advertising and any offline TV, Cinema, Radio, Press and OOH brand, student focused and course specific campaigns.

Total value (estimated)

- £400,000 excluding VAT
- £480,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 August 2026 to 31 July 2029
- Possible extension to 31 July 2030
- 4 years

Description of possible extension:

Maximum 1 extensions of 12 months per extension.

Main procurement category

Services

CPV classifications

- 79341400 - Advertising campaign services
- 79341200 - Advertising management services
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services

Contract locations

- UK - United Kingdom

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

13 February 2026, 12:00pm

Submission type

Tenders

Tender submission deadline

14 February 2026, 12:00pm

Submission address and any special instructions

To access this opportunity, log in to <https://suppliers.multiquote.com> and view the opportunity. If you are not registered with MultiQuote, please visit <https://suppliers.multiquote.com>, complete the registration form on the log in page and quote the title and reference of the notice in your registration.

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

1 August 2026

Award criteria

Name	Description	Type	Weighting
Media Plan & Channel Mix	Media Plan & Channel Mix	Quality	30.0%
Strategic Approach	Strategic Approach	Quality	30.0%
Measurement & Reporting	Measurement & Reporting	Quality	20.0%
Cost Transparency & ROI	Cost Transparency & ROI	Cost	10.0%
Innovation & Added Value	Innovation & Added Value	Quality	10.0%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

Stage 1: SQ

Stage 2: Advertisement

Stage 3: Dialogue

Stage 4: ITT

Stage 5: Standstill

Stage 6: Award

Contracting authority

Middlesbrough College

- Public Procurement Organisation Number: PWYW-4583-DRYJ

Dock Street

Middlesbrough

TS2 1AD

United Kingdom

Contact name: Sarah Richardson

Telephone: 01642 333818

Email: se.richardson@mbro.ac.uk

Region: UKC12 - South Teesside

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)