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Contract

## **VL - OTS Sponsored Podcast Promotion**

Leeds City Council

F03: Contract award notice

Notice identifier: 2025/S 000-006127

Procurement identifier (OCID): ocids-h6vhtk-04e4c8

Published 20 February 2025, 11:46am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Leeds City Council

Civic Hall, 3rd Floor West,

Leeds

LS1 1UR

#### **Contact**

Daniel Arif

#### **Email**

[CEFundingBids@Leeds.gov.uk](mailto:CEFundingBids@Leeds.gov.uk)

#### **Telephone**

+44 01135350493

#### **Country**

United Kingdom

**Region code**

UKE42 - Leeds

**National registration number**

171459162

**Internet address(es)**

Main address

<https://www.leeds.gov.uk/>

Buyer's address

<https://yortender.eu-supply.com/ctm/Company/CompanyInformation/Index/104105>

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

Recreation, culture and religion

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

VL - OTS Sponsored Podcast Promotion

#### **II.1.2) Main CPV code**

- 79342200 - Promotional services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Visit Leeds have arranged a sponsorship agreement with Audio Always Ltd. for a public recording of the 'On the Sofa' podcast.

The podcast is hosted by three actors appearing in long-running serial 'Coronation Street'; two of whom were born, or grew up, in the Leeds city region.

The company will publish a number of marketing posts, videos, etc. on their social media channels as part of the promotion. They will set aside a number of tickets to the show, (proceeds from sales will go to the production).

Funding for the episode and event is £10,500, from UKSPF budgets.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £10,000

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKE42 - Leeds

### **II.2.4) Description of the procurement**

Visit Leeds have arranged a sponsorship agreement with Audio Always Ltd. for a public recording of the 'On the Sofa' podcast.

The podcast is hosted by three actors appearing in long-running serial 'Coronation Street'; two of whom were born, or grew up, in the Leeds city region.

The company will publish a number of marketing posts, videos, etc. on their social media channels as part of the promotion. They will set aside a number of tickets to the show, (proceeds from sales will go to the production).

Funding for the episode and event is £10,500, from UKSPF budgets.

### **II.2.5) Award criteria**

Price

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Award of a contract without prior publication of a call for competition in the cases listed below

- The services can be provided only by a particular economic operator for the following reason:
  - absence of competition for technical reasons

Explanation:

Direct Award approved by Belinda Eldridge, following discussion with Councillor Pryor.

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

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## **Section V. Award of contract**

### **Contract No**

1

### **Title**

VL - OTS Sponsored Podcast Promotion

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

20 February 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received by electronic means: 1

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

**V.2.3) Name and address of the contractor**

Audio Always Limited

Tomorrow, Blue, Media City UK

Salford

M50 2AB

Email

[kimi.wright@audioalways.com](mailto:kimi.wright@audioalways.com)

Country

United Kingdom

NUTS code

- UKD36 - Greater Manchester North West

National registration number

08037716

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £10,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Leeds City Council

Civic Hall

Leeds

LS1 1UR

Country

United Kingdom