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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): ocds-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

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

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

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

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

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

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