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Contract

## **Media Buying Services**

Gateshead College

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

Notice identifier: 2026/S 000-010140

Procurement identifier (OCID): ocds-h6vhtk-05681d ([view related notices](#))

Published 4 February 2026, 4:05pm

### **Scope**

#### **Description**

The College requires the services of media buying agencies, to purchase advertising space across a range of media types, including radio and audio, outdoor and digital.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=1011882832>

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### **Lot 1. Radio and Audio Advertising Buying Services**

## **Description**

The College is looking to appoint a radio buying agency to purchase its radio airtime space and advertising on audio streaming services.

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## **Lot 2. Outdoor, Broadcast and Print Media Buying Services**

### **Description**

The College is looking to appoint a media buying agency to purchase its non-digital advertising space. The media will include, but not be limited to, outdoor, broadcast (excluding radio) and some print.

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## **Lot 3. Digital Media Buying Services**

### **Description**

The College is looking to appoint a media buying agency to purchase its digital advertising space.

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## **Contract 1. Radio and Audio Advertising Buying Services**

### **Lots**

Lot 1. Radio and Audio Advertising Buying Services

## **Supplier**

- The Radio Place Limited

## **Contract value**

- £200,000 including VAT

Above the relevant threshold

## **Date signed**

5 January 2026

## **Contract dates**

- 6 January 2026 to 30 November 2027
- Possible extension to 30 November 2029
- 3 years, 10 months, 26 days

Description of possible extension:

The contract will be for an initial 24 month period, with an option for the College to extend the contract for one further period of 24 months.

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services

## **Contract locations**

- UK - United Kingdom
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## **Contract 2. Outdoor, Broadcast and Print Media Buying Services**

### **Lots**

Lot 2. Outdoor, Broadcast and Print Media Buying Services

### **Supplier**

- The Radio Place Limited

### **Contract value**

- £512,000 including VAT

Above the relevant threshold

### **Date signed**

5 January 2026

### **Contract dates**

- 6 January 2026 to 30 November 2027
- Possible extension to 30 November 2029
- 3 years, 10 months, 26 days

Description of possible extension:

The contract will be for an initial 24 month period, with an option for the College to extend the contract for one further period of 24 months.

### **Main procurement category**

Services

### **CPV classifications**

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services

### **Contract locations**

- UK - United Kingdom
-

## **Contract 3. Digital Media Buying Services**

### **Lots**

Lot 3. Digital Media Buying Services

### **Supplier**

- Phonetic Digital Services Limited

### **Contract value**

- £400,000 including VAT

Above the relevant threshold

### **Date signed**

5 January 2026

### **Contract dates**

- 6 January 2026 to 30 November 2027
- Possible extension to 30 November 2029
- 3 years, 10 months, 26 days

Description of possible extension:

The contract will be for an initial 24 month period, with an option for the College to extend the contract for one further period of 24 months.

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services

## **Contract locations**

- UK - United Kingdom

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## **Other information**

### **Applicable trade agreements**

- Government Procurement Agreement (GPA)
- Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)

### **Conflicts assessment prepared/revised**

Yes

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## Procedure

### Procedure type

Open procedure

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## Suppliers

### Phonetic Digital Services Limited

- Companies House: 13109867

106 Mackies Corner, High Street West

Sunderland

SR1 1TX

United Kingdom

Contact name: Steven Parker

Email: [steven@phoneticdigital.co.uk](mailto:steven@phoneticdigital.co.uk)

Region: UKC23 - Sunderland

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 3

## **The Radio Place Limited**

- Companies House: 09415628

2 The Woodlands

Darlington

DL3 9UB

United Kingdom

Contact name: Mrs Suzanne Quinn

Email: [Sue.quinn@theradioplace.co.uk](mailto:Sue.quinn@theradioplace.co.uk)

Region: UKC13 - Darlington

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

Contract 2

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## Contracting authority

### Gateshead College

- Public Procurement Organisation Number: PYVZ-5892-TRVV

Baltic Campus, Quarryfield Road, Baltic Business Quarter

Gateshead

NE8 3BE

United Kingdom

Contact name: Procurement

Telephone: 01914900300

Email: [tenders@gateshead.ac.uk](mailto:tenders@gateshead.ac.uk)

Region: UKC22 - Tyneside

Organisation type: Public authority - sub-central government