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Award

## 002146 - Place Brand Activation

Durham County Council

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-011190

Procurement identifier (OCID): ocds-h6vhtk-04f898 ([view related notices](#))

Published 25 March 2025, 3:43pm

## Scope

## Reference

OPEN2025351

## Description

Grant funded request for media purchase, national title. Media activity to activate the new Durham place brand on behalf of the Visit Durham Team

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## Contract 1. 002146 - Place Brand Activation

## **Supplier**

- [Steve Davison \(SD\) Advertising](#)

## **Contract value**

- £20,000 excluding VAT
- £24,000 including VAT

Below the relevant threshold

## **Earliest date the contract will be signed**

31 March 2025

## **Contract dates (estimated)**

- 1 April 2025 to 30 September 2025
- 6 months

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Contract locations**

- UKC - North East (England)

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## Participation

### Particular suitability

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

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## Procedure

### Procedure type

Below threshold - without competition

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## Supplier

### Steve Davison (SD) Advertising

1 Northumberland House, Northumberland Road

Ryton, Tyne and Wear

NE40 3PT

United Kingdom

Email: [Amy@sdadvertising.co.uk](mailto:Amy@sdadvertising.co.uk)

Region: UKC22 - Tyneside

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

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## **Contracting authority**

### **Durham County Council**

- Public Procurement Organisation Number: PMPB-8772-VYWM

Corten House, Dunholme Close

Durham

DH1 5WB

United Kingdom

Email: [procurement.decisions@durham.gov.uk](mailto:procurement.decisions@durham.gov.uk)

Region: UKC14 - Durham CC

Organisation type: Public authority - sub-central government