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Pipeline

Marketing Services Framework

Sunderland City Council

UK1: Pipeline notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-011208

Procurement identifier (OCID): ocds-h6vhtk-0615f9

Published 9 February 2026, 8:17am

Changes to notice

This notice has been edited. The [previous version](#) is still available.

Due to an administration error, in this pipeline notice (2026/S 000-009702), Sunderland City Council advises that this pipeline notice has now been superseded with an new pipeline notice (2026/S 000-011207) which was published on 9 February 2026.

Scope

Description

Sunderland City Council is seeking to establish a framework for Marketing Services. The scope of the framework will include provisions for, and will be utilised by, the Council and its Local Authority trading companies.

Under the framework a cost-effective, flexible, high quality and value for money service will be provided that can meet a range of marketing support requirements.

In general, marketing services will be reflective of the Council's core requirements, and consideration is being given to including the following Lots:

Lot 1 - Strategy and Planning

Lot 2 - Design

Lot 3 - Photography

Lot 4 - Video

Lot 5 - Media Buying

Lot 6 - Specialist Consultancy Services

Lot 7 - Web and Digital

Commercial tool

Establishes a framework

Contract dates (estimated)

- 1 August 2026 to 31 July 2030
- 4 years

Main category

Services

CPV classifications

- 79342000 - Marketing services

Contract locations

- UKC23 - Sunderland

Participation

Particular suitability

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

Submission

Publication date of tender notice (estimated)

27 March 2026

Procedure

Procedure type

Competitive flexible procedure

Above or below total value threshold

Above or equal to threshold

Contracting authority

Sunderland City Council

- Public Procurement Organisation Number: PLVZ-4154-GGRZ

City Hall, Plater Way,

Sunderland

SR1 3AA

United Kingdom

Email: corporate.procurement@sunderland.gov.uk

Website: <https://www.sunderland.gov.uk>

Region: UKC23 - Sunderland

Organisation type: Public authority - sub-central government