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in this pipeline notice (2026/S 000-009702), Sunderland City Council advises that this pipeline notice has now been superseded with an new pipeline notice (2026/S 000-011207) which was published on 9 February 2026.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

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## **Participation**

### **Particular suitability**

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

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## **Submission**

### **Publication date of tender notice (estimated)**

27 March 2026

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## **Procedure**

## **Procedure type**

Competitive flexible procedure

## **Above or below total value threshold**

Above or equal to threshold

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## **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](mailto:corporate.procurement@sunderland.gov.uk)

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

Region: UKC23 - Sunderland

Organisation type: Public authority - sub-central government