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Award

## **Paid Media Agency Partner - National Basis**

Places for People Group Limited

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-012476

Procurement identifier (OCID): ocds-h6vhtk-04fbda

Published 2 April 2025, 12:05pm

## **Scope**

### **Description**

As a large and diverse organisation, Places for People require a Paid Media Agency Partner capable of supporting distinct business areas with tailored paid media strategies, driving brand awareness, customer acquisition, customer retention and engagement across various audiences.

Our main paid media activity sits within our two largest profit centres for the business, new build developments and leisure. However, due to the size and scope of the business, many business areas have previously utilised a wide range of digital marketing agencies to activate their limited paid media activity.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=938627692>

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## **Contract 1**

### **Supplier**

- [Mediaworks UK Limited](#)

### **Contract value**

- £600,000 excluding VAT
- £720,000 including VAT

Below the relevant threshold

### **Award decision date**

14 February 2025

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

11 April 2025

### **Contract dates (estimated)**

- 11 April 2025 to 10 April 2026
- Possible extension to 10 April 2027
- 2 years

Description of possible extension:

The contract may be extended for a further 12 months

## **Main procurement category**

Services

## **CPV classifications**

- 79342000 - Marketing services

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## **Information about tenders**

- 19 tenders received
- 19 tenders assessed in the final stage:
  - 19 submitted by small and medium-sized enterprises (SME)
  - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 18 suppliers unsuccessful (details included for contracts over £5 million)

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## **Procedure**

### **Procedure type**

Below threshold - limited competition

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## Supplier

### **Mediaworks UK Limited**

Honeycomb, The Watermark

Gateshead

NE11 9SZ

United Kingdom

Contact name: Brett Jacobson

Telephone: 0330 108 4263

Email: [bidteam@mediaworks.co.uk](mailto:bidteam@mediaworks.co.uk)

Region: UKC22 - Tyneside

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1

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## Contracting authority

### **Places for People Group Limited**

- Public Procurement Organisation Number: PCLC-2366-MYPY

4 The Pavilions, Port Way, Preston

Preston

PR2 2YB

United Kingdom

Contact name: Lisa Gallacher

Telephone: 01772897200

Email: [lisa.gallacher@placesforpeople.co.uk](mailto:lisa.gallacher@placesforpeople.co.uk)

Region: UKD45 - Mid Lancashire

Organisation type: Public authority - sub-central government