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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>

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 maybe extended for a further 12 months

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

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)

Procedure

Procedure type

Below threshold - limited competition

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

Region: UKC22 - Tyneside

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1

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

Region: UKD45 - Mid Lancashire

Organisation type: Public authority - sub-central government