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Award

FM2351 - Marketing for Leisure Services

Wiltshire Council

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

Notice identifier: 2026/S 000-013241

Procurement identifier (OCID): ocds-h6vhtk-06537d

Published 13 February 2026, 9:48am

Scope

Reference

FM2351

Description

The leisure service has benefited from a marketing budget over the past 3 years, and this has greatly supported the work of the Council officers. Methods employed by Council officers have included low-cost advertising on social media and papers, the Council website and print collateral in facilities. The aim of this procurement exercise is to support and focus on digital marketing.

Contract 1. FM2351 - Marketing for Leisure Services

Supplier

- BIG WAVE MEDIA LIMITED

Contract value

- £57,600 excluding VAT
- £69,120 including VAT

Below the relevant threshold

Award decision date

13 February 2026

Earliest date the contract will be signed

23 February 2026

Contract dates (estimated)

- 1 April 2026 to 31 March 2029
- Possible extension to 31 March 2031
- 5 years

Description of possible extension:

One two year period.

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Contract locations

- UKK15 - Wiltshire CC

Information about tenders

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

Procedure

Procedure type

Below threshold - limited competition

Supplier

BIG WAVE MEDIA LIMITED

- Public Procurement Organisation Number: PWNB-4229-BWRR

1st Floor Exeland House, Tudor Street

Exeter

EX4 3BR

United Kingdom

Email: tomgozna@bigwavemedia.co.uk

Region: UKK43 - Devon CC

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. FM2351 - Marketing for Leisure Services

Contracting authority

Wiltshire Council

- Public Procurement Organisation Number: PDZR-9968-RYYY

Wiltshire Council

Trowbridge

BA14 8JN

United Kingdom

Contact name: Helen Danford

Telephone: +44 1225713267

Email: helen.danford@wiltshire.gov.uk

Website: <http://www.wiltshire.gov.uk/>

Region: UKK15 - Wiltshire CC

Organisation type: Public authority - sub-central government