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Contract

Marketing Optimist Trailblazer Marketing

The North Yorkshire Council

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-016305

Procurement identifier (OCID): ocds-h6vhtk-065aa9

Published 24 February 2026, 8:54am

Scope

Reference

BVF 2025-26 831

Description

Advertisement of the Adult Learning Trailblazer projects, Marketing Support for Trailblazer Programme aimed at NEETs -

"You Choose"

"You Choose" forms part of the wider Trailblazer programme

which helps to sign post people towards support to help them to

improve their employability whether than is a new job, an

improved role or a return to education.

The programme's target market is:

- 16 - 25 year olds NEETS in employment/education)
- Living in York and North Yorkshire.

Objectives & Success Measures

- Increase engagement of NEET young people and those at risk.
- Provide tailored support to enable progression into education, training, or employment.
- Build confidence and transferable skills.

Key Activities

- Identification of NEETs and Pre NEET
- Building referral networks
- Multi-agency and cross council collaboration- shared goals/outcomes/shared learning
- Employer and stake holder involvement

Contract 1. Marketing Optimist Trailblazer Marketing

Supplier

- The Marketing Optimist Ltd

Contract value

- £31,600 excluding VAT
- £37,920 including VAT

Below the relevant threshold

Date signed

6 February 2026

Contract dates

- 8 February 2026 to 31 March 2026
- 1 month, 24 days

Main procurement category

Services

CPV classifications

- 80000000 - Education and training services

Contract locations

- UKE22 - North Yorkshire CC

Procedure

Procedure type

Below threshold - without competition

Supplier

The Marketing Optimist Ltd

7 Lapwing Close, Allerton Bywater

Leeds

WF10 2GH

United Kingdom

Email: richard@marketingoptimist.co.uk

Region: UKE42 - Leeds

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Marketing Optimist Trailblazer Marketing

Contracting authority

The North Yorkshire Council

- Public Procurement Organisation Number: PNXY-8263-XCNL

County Hall, Racecourse Lane

Northallerton

DL7 8AD

United Kingdom

Telephone: 01609 533450

Email: procurement@northyorks.gov.uk

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

Region: UKE22 - North Yorkshire CC

Organisation type: Public authority - sub-central government