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Pipeline

Media Marketing

Peabody Trust

UK1: Pipeline notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-019530

Procurement identifier (OCID): ocds-h6vhtk-050e43

Published 7 May 2025, 7:05pm

Scope

Description

Peabody require a media agency to strategise, plan, and execute media buying activities to support our ambitious sales and Peabody New Home brand engagement objectives. With an ambitious sales programme over the coming years, the selected agency will serve as a key partner in delivering impactful media campaigns that drive brand awareness, maximise reach, and deliver measurable results. The agency will help us stand out in a competitive market, enabling us to attract new customers and strengthen brand awareness. Collaboration with internal teams and external stakeholders is essential to ensure alignment with our overarching goals and campaigns.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=947842672>

Total value (estimated)

- £10,000,000 including VAT

Contract dates (estimated)

- 21 February 2026 to 20 February 2030
- Possible extension to 20 February 2032
- 6 years

Main category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

Submission

Publication date of tender notice (estimated)

28 July 2025

Procedure

Above or below total value threshold

Above or equal to threshold

Contracting authority

Peabody Trust

- Public Procurement Organisation Number: PYJY-3925-DVJD

Minster Court, 45 47 Westminster Bridge Road

London

SE1 7JB

United Kingdom

Email: damon.pickard@peabody.org.uk

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - sub-central government