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Contract

## 002146 - Place Brand Activation

Durham County Council

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

Notice identifier: 2025/S 000-020980

Procurement identifier (OCID): ocds-h6vhtk-04f898 ([view related notices](#))

Published 13 May 2025, 4:34pm

## Scope

## Reference

OPEN2025351

## Description

Media purchase, national title - Media activity in support of new place brand on behalf of Visit County Durham. They use a media buyer to get best rates and therefore there aren't multiple suppliers

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## **Contract 1. 002146 - Place Brand Activation**

### **Supplier**

- [Steve Davidson Advertising - Companies House 06546608](#)

### **Contract value**

- £20,000 excluding VAT
- £24,000 including VAT

Below the relevant threshold

### **Date signed**

1 April 2025

### **Contract dates**

- 1 April 2025 to 30 September 2025
- 6 months

### **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Contract locations**

- UKC - North East (England)

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## **Procedure**

### **Procedure type**

Below threshold - without competition

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## **Supplier**

### **Steve Davidson Advertising - Companies House 06546608**

3a Elvaston Road

Ryton

NE40 3NT

United Kingdom

Email: [steve@sdadvertising.co.uk](mailto:steve@sdadvertising.co.uk)

Region: UKC22 - Tyneside

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

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## Contracting authority

### Durham County Council

- Public Procurement Organisation Number: PMPB-8772-VYWM

Corten House, Dunholme Close

Durham

DH1 5WB

United Kingdom

Email: [procurement.decisions@durham.gov.uk](mailto:procurement.decisions@durham.gov.uk)

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

Region: UKC14 - Durham CC

Organisation type: Public authority - sub-central government