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Contract

Advertising Services Framework

South Tyneside Borough Council

F03: Contract award notice

Notice identifier: 2025/S 000-030109

Procurement identifier (OCID): ocds-h6vhtk-04e2d2

Published 5 June 2025, 9:58am

Section I: Contracting authority

I.1) Name and addresses

South Tyneside Borough Council

Town Hall and Civic Offices, Westoe Road

South Shields

NE332RL

Contact

Nicola Bell

Email

nicola.bell@southtyneside.gov.uk

Telephone

+44 1914244076

Country

United Kingdom

Region code

UKC22 - Tyneside

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.southtyneside.gov.uk/>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Advertising Services Framework

Reference number

F8606

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Advertising Services

Lot 1 - Media Buying Services - approximate value £23K - £37K

Lot 2 - Filming - approximate value £15K - £58K

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £114,000 / Highest offer: £285,000 taken into consideration

II.2) Description

II.2.1) Title

Media Buying Services

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKC22 - Tyneside

II.2.4) Description of the procurement

Media Buying services for events within South Tyneside

II.2.5) Award criteria

Cost criterion - Name: Pricing / Weighting: 10

II.2.11) Information about options

Options: Yes

Description of options

12 month extension available

II.2) Description

II.2.1) Title

Filming

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKC22 - Tyneside

II.2.4) Description of the procurement

Filming requirements for South Tyneside

II.2.5) Award criteria

Cost criterion - Name: Pricing / Weighting: 10

II.2.11) Information about options

Options: Yes

Description of options

12 month extension available

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2025/S 000-005418](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

13 May 2025

V.2.2) Information about tenders

Number of tenders received: 10

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

R4 advertising (a trading name of Rebel Lion Advertising)

Cardiff

Country

United Kingdom

NUTS code

- UKL14 - South West Wales

Companies House

13895764

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £69,000 / Highest offer: £111,000 taken into consideration

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

13 May 2025

V.2.2) Information about tenders

Number of tenders received: 10

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Name of Supplier Public Sector Media Ltd

Liverpool

Country

United Kingdom

NUTS code

- UKD72 - Liverpool

Companies House

14861405

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £69,000 / Highest offer: £111,000 taken into consideration

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

13 May 2025

V.2.2) Information about tenders

Number of tenders received: 10

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Kaleidoscope Creative Films Agency Limited

Newcastle

Country

United Kingdom

NUTS code

- UKC22 - Tyneside

Companies House

10943573

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £45,000 / Highest offer: £174,000 taken into consideration

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

13 May 2025

V.2.2) Information about tenders

Number of tenders received: 10

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Motif Pictures Ltd

gateshead

Country

United Kingdom

NUTS code

- UKC22 - Tyneside

Companies House

12670133

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £45,000 / Highest offer: £174,000 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Royal Court of Justice

London

WC2ALL

Country

United Kingdom