

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/030109-2025>

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](mailto: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