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Contract

## **Managed Service Provider For Roundabout Advertising Via The ESPO Framework - Advertising Solutions (3A-20)**

Sunderland City Council

F03: Contract award notice

Notice identifier: 2025/S 000-030282

Procurement identifier (OCID): ocids-h6vhtk-0543b5

Published 5 June 2025, 2:24pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Sunderland City Council

City Hall, Plater Way

Sunderland

SR13AA

#### **Contact**

Issy Langley

#### **Email**

[issy.langley@sunderland.gov.uk](mailto:issy.langley@sunderland.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKC23 - Sunderland

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

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

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Managed Service Provider For Roundabout Advertising Via The ESPO Framework - Advertising Solutions (3A-20)

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Provision, erection and maintenance of advertising signs on specifically named roundabouts in Sunderland (Via The ESPO Framework - Advertising Solutions (3A-20))  
Lot 6 - Management of Advertising Space and as stated below:

An officer will be nominated by the Customer to assist the Service Provider.

Requirements for roundabout advertising within Sunderland are separated into two phases:

- Phase 1: Appraisal, identification and development of schemes, including market evaluation to ensure maximum return on investment; and
- Phase 2: On-going monitoring and management of all roundabout advertising contracts within the Customer's portfolio.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

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

Value excluding VAT: £160,000

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKC23 - Sunderland

Main site or place of performance

Boundaries of the City of Sunderland

#### **II.2.4) Description of the procurement**

The management of advertising space for Roundabout Advertising via a Call Off from the ESPO Framework Agreement - Advertising Solutions (reference 3A\_20) - Lot 6 - Management of Advertising Space:

Requirements for roundabout advertising within Sunderland are separated into two phases:

- Phase 1: Appraisal, identification and development of schemes, including market evaluation to ensure maximum return on investment; and
- Phase 2: On-going monitoring and management of all roundabout advertising contracts within the Customer's portfolio.

#### **II.2.5) Award criteria**

Price

#### **II.2.11) Information about options**

Options: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

Provision of a Managed Service Provider For Roundabout Advertising for the provision, erection and maintenance of advertising signs on specifically named roundabouts in Sunderland and as described in Appendix B - ESPO Framework

Call Off from the ESPO Framework Agreement - Advertising Solutions (reference 3A\_20)  
- Lot 6 - Management of Advertising Space.

An officer will be nominated by the Customer to assist the Service Provider.

Requirements for roundabout advertising within Sunderland are separated into two phases:

- Phase 1: Appraisal, identification and development of schemes, including market evaluation to ensure maximum return on investment; and
- Phase 2: On-going monitoring and management of all roundabout advertising contracts within the Customer's portfolio.

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

The procurement is covered by the Government Procurement Agreement: Yes

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## **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**

15 June 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 1

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

#### **V.2.3) Name and address of the contractor**

CP Media Limited

Halifax

Country

United Kingdom

NUTS code

- UKE4 - West Yorkshire

Companies House

7462517

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £160,000

Total value of the contract/lot: £160,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Council of the City of Sunderland

City Hall

Sunderland

SR1 3AD

Country

United Kingdom

Internet address

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