

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/030282-2025>

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): ocds-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

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

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

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

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

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>