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Planning

North Tyneside outdoor advertising sites.

North Tyneside Borough Council

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-030593

Procurement identifier (OCID): ocds-h6vhtk-054473

Published 6 June 2025, 1:34pm

Scope

Description

North Tyneside Council - Outdoor Advertising Opportunities

North Tyneside Council is undertaking early market engagement to shape the upcoming procurement of an experienced provider (or providers) to manage and commercially operate large format advertising sites across four outdoor locations in the Borough.

This includes:

- Installation of advertising infrastructure (where not already in place)
- Ongoing maintenance and safety compliance
- Sale of advertising space
- Revenue generation for the Council through fixed fee, revenue-share, or hybrid commercial models

All sites are located on Council-owned land or assets and hold full advertising consent.

The Council welcomes interest from suppliers wishing to manage a single site, multiple sites, or the entire portfolio. No preference has been set at this stage, and the Council may appoint one or more providers based on the quality and commercial value of responses.

The sites are as follows:

- North Shields Transport Hub (Digital Screen - Installed):

A digital screen is already installed in a high-footfall area adjacent to the new Transport Hub. Proposals should include scope for Council messaging during pre-agreed events or campaigns, equating to approximately 40 hours of screen time per year.

- Bewick Street, Wallsend:

Site suitable for billboard installation (digital or non-digital).

- High Flatworth, North Shields:

Site suitable for billboard installation.

- Coast Road, Wallsend:

High-traffic roadside location with digital advertising consent already secured.

Further Information:

- A site map and graphics showing site locations are attached to this notice.
- Further technical information (e.g. site measurements and photos) can be made available upon request.
- Site visits may be arranged following expression of interest.

The Council is particularly interested in:

- The commercial viability and scalability of proposals
- Supplier experience delivering similar schemes
- Innovation in managing advertising assets

Next Steps:

As part of our market engagement, we'd like to invite you to give a short presentation (up to 15 mins), Thursday 19 June, 2025, outlining your interest in working with North Tyneside Council on large format digital advertising opportunities.

A Q&A will follow your presentation, and we encourage you to bring forward ideas or considerations that may help us shape a commercially attractive and compliant process. This session will also allow suppliers to discuss the opportunity, ask questions, and help inform the upcoming formal procurement.

Interested parties should contact:

Name - Strategic Procurement

Email - Strategic.Procurement@northtyneside.gov.uk

Total value (estimated)

- £150,000 including VAT

Contract dates (estimated)

- 1 October 2025 to 30 September 2030
- 5 years

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKC2 - Northumberland and Tyne and Wear

Engagement

Engagement deadline

19 June 2025

Engagement process description

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Interested parties should contact:

Name - Strategic Procurement

Email - Strategic.Procurement@northtyneside.gov.uk

Procedure

Special regime

Concession

Contracting authority

North Tyneside Borough Council

- Public Procurement Organisation Number: PYBQ-4733-WWLW

Quadrant

North Tyneside

NE27 0BY

United Kingdom

Email: strategic.procurement@northtyneside.gov.uk

Region: UKC22 - Tyneside

Organisation type: Public authority - sub-central government