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Tender

Media Advertising Agency - 2025

The Education Training Collective

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-032135

Procurement identifier (OCID): ocds-h6vhtk-05482f ([view related notices](#))

Published 13 June 2025, 9:18am

Scope

Reference

ETCP-2025-0008

Description

The Education Training Collective (ETC) is a group of Ofsted rated Outstanding FE Colleges and Independent Training Providers within the North-East of England. The group currently has turnover circa £32 million. We are seeking a supplier to provide advertising solutions for a broad category of requirements that includes, but not limited to, services as described in the Tender documentation.

We require an agency who can be the single point of contact between the Education Training Collectives Marketing Team and the service providers managing the available advertising space required and should be able to make use of the mediums listed. The aim being to promote the Etc. Further Education sites within Teesside to 14–16-year-olds, their parents and 18-65 for our adult courses and Higher Education delivery. Along with sourcing additional promotional opportunities for our commercial offering within the Northeast.

Total value (estimated)

- £1,000,000 excluding VAT
- £1,200,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 August 2025 to 1 August 2028
- Possible extension to 1 August 2030
- 5 years, 1 day

Description of possible extension:

1 x 24 months

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
 - 79341000 - Advertising services
 - 79341100 - Advertising consultancy services
 - 79341200 - Advertising management services
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Submission

Enquiry deadline

1 July 2025, 6:00pm

Tender submission deadline

8 July 2025, 5:00pm

Submission address and any special instructions

<https://in-tendhost.co.uk/the-etc/>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

15 July 2025

Award criteria

Name	Description	Type
Simple description	Pricing: 30% Quality: 70%	Price

Weighting description

Pricing: 30%

Quality: 70%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Contracting authority

The Education Training Collective

- UK Register of Learning Providers (UKPRN number): 10006341

Stockton Riverside College

Thornaby

TS176FB

United Kingdom

Contact name: Phillip Iverson

Telephone: 01642865426

Email: phillip.iverson@the-etc.ac.uk

Website: <https://in-tendhost.co.uk/the-etc/>

Region: UKC11 - Hartlepool and Stockton-on-Tees

Organisation type: Public authority - sub-central government