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Contract

B-Line 3 Promotional campaign

Derbyshire County Council

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-040916

Procurement identifier (OCID): ocds-h6vhtk-05612b

Published 17 July 2025, 12:45pm

Scope

Description

This is for promotion of the b_line3 pilot scheme. The b_line3 is for 19-21 years olds and will run until 31 December 2025. Advertising is essential to raise awareness and take up to test future viability. From December the local bus team is planned to sit under EMCCA and it will be their decision regarding taking this forward.

Contract 1

Supplier

- Diva Creative

Contract value

- £45,000 excluding VAT
- £54,000 including VAT

Below the relevant threshold

Date signed

23 June 2025

Contract dates

- 23 June 2025 to 31 December 2025
- 6 months, 8 days

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKF1 - Derbyshire and Nottinghamshire

Procedure

Procedure type

Below threshold - unknown

Supplier

Diva Creative

Workstation, The, 15 Paternoster Row

Sheffield

S1 2BX

United Kingdom

Email: joe.h@divacreative.com

Region: UKE32 - Sheffield

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

Derbyshire County Council

- Public Procurement Organisation Number: PWZQ-2162-JJQL

County Hall

Matlock

DE4 3AG

United Kingdom

Email: Countyprocurementcompliance.team@derbyshire.gov.uk

Region: UKF13 - South and West Derbyshire

Organisation type: Public authority - sub-central government