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Contract

Mobile Phone Device Advertising Service - S524420

Norfolk County Council

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

Notice identifier: 2025/S 000-055720

Procurement identifier (OCID): ocids-h6vhtk-059862

Published 11 September 2025, 11:11am

Scope

Reference

PA00003291

Description

The service we are procuring is for mobile phone device advertising - this is a very niche service (not your typical digital marketing and therefore not listed as a sub category within the exemption form) and they are the only UK supplier we can find that provides this service. Other companies are available, however they are US based, which is not suitable for GDPR reasons.

Contract 1. Mobile Phone Device Advertising Service - S524420

Supplier

- Fonemedia Limited

Contract value

- £40,000 excluding VAT
- £48,000 including VAT

Below the relevant threshold

Date signed

31 August 2025

Contract dates

- 1 September 2025 to 31 March 2026
- 7 months

Main procurement category

Services

CPV classifications

- 79341400 - Advertising campaign services

Procedure

Procedure type

Below threshold - unknown

Supplier

Fonemedia Limited

Grimston Grange,

Tadcaster

LS24 9BX

United Kingdom

Email: accounts@fonemedia.co.uk

Region: UKE22 - North Yorkshire CC

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Mobile Phone Device Advertising Service - S524420

Contracting authority

Norfolk County Council

- Public Procurement Organisation Number: PDYH-3246-XWTR

County Hall, Martineau Lane

Norwich

NR1 2DH

United Kingdom

Email: sourcingteam@norfolk.gov.uk

Region: UKH15 - Norwich and East Norfolk

Organisation type: Public authority - sub-central government