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Award

Visit Tees Valley Messaging Development

Tees Valley Combined Authority

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-055790

Procurement identifier (OCID): ocds-h6vhtk-054670 ([view related notices](#))

Published 11 September 2025, 12:34pm

Scope

Reference

TVCA-PROC-0559

Description

Tees Valley Combined Authority ('Contracting Authority') wish to invite you to submit a tender for the above opportunity.

The delivery of this work will focus primarily on the development of our consumer brand for Visit Tees Valley with a heavy focus on the development of creative concepts and messaging for an overarching campaign to raise awareness of the Tees Valley as a

destination. In addition, the development of campaign concepts for recurring seasonal and thematic campaigns. The work will require extensive research into the target audiences

including qualitative and quantitative research.

Contract 1

Supplier

- BETTER BRAND AGENCY LIMITED

Contract value

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

Below the relevant threshold

Award decision date

11 September 2025

Earliest date the contract will be signed

19 September 2025

Contract dates (estimated)

- 26 September 2025 to 25 September 2026
- 1 year

Main procurement category

Services

CPV classifications

- 73000000 - Research and development services and related consultancy services

Contract locations

- UKC - North East (England)

Information about tenders

- 7 tenders received
- 7 tenders assessed in the final stage:
 - 6 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 6 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Below threshold - open competition

Supplier

BETTER BRAND AGENCY LIMITED

- Companies House: 06684268
- Public Procurement Organisation Number: PDGY-5851-PHGL

Better Studio Plenary House

Middlesbrough

TS2 1PA

United Kingdom

Email: mark@better.agency

Website: <https://better.agency/>

Region: UKC12 - South Teesside

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

Tees Valley Combined Authority

- Public Procurement Organisation Number: PDNG-8971-ZVCR

Teesside Airport Business Suite, Teesside International Airport

Darlington

DL2 1NJ

United Kingdom

Email: procurement@teesvalley-ca.gov.uk

Region: UKC13 - Darlington

Organisation type: Public authority - sub-central government