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Planning

Digital & Media Advertising

New College Durham

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

Notice identifier: 2025/S 000-056193

Procurement identifier (OCID): ocds-h6vhtk-059971

Published 12 September 2025, 1:30pm

Scope

Reference

NCD440

Description

New College Durham intends to issue a tender for the provision of Digital and Media Advertising Services, split into two Lots:

- Lot 1: Digital Marketing - including PPC, Google Display, YouTube, Social Media advertising, and remarketing.
- Lot 2: Media Advertising - including out-of-home, radio/streaming, and TV advertising.

The College uses a wide range of marketing activity to support student recruitment, staff recruitment, and brand awareness. We are seeking experienced partners who can provide a

proactive, value-added service to help us maximise return on investment across our campaigns.

Scope of Services

-For Digital Marketing, campaigns typically include early application drives, adult learner recruitment, mid-year course promotions, summer enrolment activity, and targeted ad-hoc activity. Budgets vary but can range from £1,000 to £10,000 per

campaign.

-For Media Advertising, annual campaigns include a major summer push (approx. £40,000), alongside smaller autumn, winter, and ad-hoc campaigns. Channels include outdoor, radio/streaming, and TV, with support required for advert production and

clearance.

Supplier Expectations

We are looking for agencies who can:

- Advise on how to optimise campaigns and improve ROI.
- Provide clear, regular reporting and recommendations.
- Demonstrate relevant experience with similar budgets and audiences.
- Understand and target our key audience groups (school leavers, parents, adult learners, HE applicants, apprenticeships, and employers).

Market Engagement

This supplier engagement exercise is designed to:

- Gauge the level of market interest.
- Share outline requirements.
- Inform the procurement approach ahead of tender publication.

Contract dates (estimated)

- 1 February 2026 to 31 January 2029
- Possible extension to 31 January 2031
- 5 years

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKC - North East (England)
 - UKD - North West (England)
 - UKE - Yorkshire and the Humber
 - UKF - East Midlands (England)
 - UKG - West Midlands (England)
 - UKH - East of England
 - UKI - London
 - UKJ - South East (England)
 - UKK - South West (England)
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Engagement

Engagement deadline

30 September 2025

Engagement process description

Suppliers interested in participating are invited to register their interest by contacting Craig Long, craig.long@newdur.ac.uk by 30 September 2025.

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Contracting authority

New College Durham

- Charity Commission (England and Wales): XR6326
- Public Procurement Organisation Number: PXXW-9561-YPNJ

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Durham

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United Kingdom

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Region: UKC14 - Durham CC

Organisation type: Public authority - sub-central government