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Tender

Media Advertising Agency V2 - 2025

The Education Training Collective

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

Notice identifier: 2025/S 000-062910

Procurement identifier (OCID): ocds-h6vhtk-05a9a2

Published 7 October 2025, 2:38pm

Scope

Reference

ETCP-2025-0017

Description

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)

- £750,000 excluding VAT

- £900,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 12 January 2026 to 11 January 2027
- Possible extension to 11 January 2031
- 5 years

Description of possible extension:

2 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

Contract locations

- UKC1 - Tees Valley and Durham
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Submission

Enquiry deadline

24 October 2025, 5:00pm

Tender submission deadline

3 November 2025, 4:00pm

Submission address and any special instructions

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

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

8 December 2025

Award criteria

Name	Description	Type
Simple description	20% Price 80% Quality	Price

Weighting description

20% Price

80% Quality

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: <http://www.the-etc.ac.uk>

Region: UKC11 - Hartlepool and Stockton-on-Tees

Organisation type: Public authority - sub-central government