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Contract

WNC Marketing Campaign 2025 - Phase 3

West Northamptonshire Council

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

Notice identifier: 2025/S 000-065263

Procurement identifier (OCID): ocds-h6vhtk-05cc79

Published 14 October 2025, 3:18pm

Scope

Reference

18140004725

Description

PHASE 3 - WNC Enhanced Bus Partnership has identified that a marketing campaign is required to raise awareness of the local bus network, generate interest and action leading to increased usage by both existing bus users and non-bus users.

Contract 1

Supplier

- Go Travel Solutions

Contract value

- £95,280 excluding VAT
- £114,336 including VAT

Below the relevant threshold

Date signed

25 September 2025

Contract dates

- 1 November 2025 to 31 January 2026
- 3 months

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)

Signed contract documents

[Terms and Conditions for GTS - GiaT Phase 3.doc](#)

Procedure

Procedure type

Below threshold - unknown

Supplier

Go Travel Solutions

Friars Mill (Unit 3)

Leicester

LE3 5BJ

United Kingdom

Email: robin.pointon@go-travel-solutions.com

Region: UKF21 - Leicester

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

West Northamptonshire Council

- Public Procurement Organisation Number: PGDV-8944-CMBP

Angel Street

Northampton

NN1 1ED

United Kingdom

Email: procurement@westnorthants.gov.uk

Region: UKF24 - West Northamptonshire

Organisation type: Public authority - sub-central government