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Contract

## **Visit Sunderland Tourism Campaign**

Sunderland City Council

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

Notice identifier: 2025/S 000-068449

Procurement identifier (OCID): ocds-h6vhtk-05d3f0

Published 27 October 2025, 10:46am

### **Scope**

#### **Description**

Award Notice - Under Threshold

As part of the Council's 10-year tourism strategy, developed with partners and launched in May 2025, the Council are delivering a series of themed campaigns aligned to major events and seasonal activity - celebrating the diversity and strengths of the city.

These campaigns highlight sport, music, food, culture and heritage, with activity running through to spring 2026.

The Council requires a agency support to develop a targeted, creative campaign that engages visitors - and encourages them to make the most of their time in Sunderland.

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## **Contract 1**

### **Supplier**

- DIFFERENT NARRATIVE INTEGRATED MARKETING LIMITED

### **Contract value**

- £73,200 including VAT

Below the relevant threshold

### **Date signed**

29 September 2025

### **Contract dates**

- 6 October 2025 to 30 April 2026
- 6 months, 26 days

### **Main procurement category**

Services

### **CPV classifications**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

### **Contract locations**

- UKC23 - Sunderland

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## Procedure

### Procedure type

Below threshold - limited competition

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## Supplier

### **DIFFERENT NARRATIVE INTEGRATED MARKETING LIMITED**

- Companies House: 12500521
- Public Procurement Organisation Number: PZLW-9685-PJQJ

Clavering House

Newcastle Upon Tyne

NE1 3NG

United Kingdom

Email: [kgoldsborough@differentnarrative.com](mailto:kgoldsborough@differentnarrative.com)

Website: <https://www.differentnarrative.com/allin/>

Region: UKC22 - Tyneside

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

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## Contracting authority

### Sunderland City Council

- Public Procurement Organisation Number: PLVZ-4154-GGRZ

City Hall, Plater Way,

Sunderland

SR1 3AA

United Kingdom

Email: [corporate.procurement@sunderland.gov.uk](mailto:corporate.procurement@sunderland.gov.uk)

Website: <https://www.sunderland.gov.uk>

Region: UKC23 - Sunderland

Organisation type: Public authority - sub-central government