This is a published notice on the Find a Tender service: https://www.find-tender.service.gov.uk/Notice/071654-2025

Award

Media Buying Services

Gateshead College

UK6: Contract award notice - Procurement Act 2023 - view information about notice types

Notice identifier: 2025/S 000-071654

Procurement identifier (OCID): ocds-h6vhtk-05681d (view related notices)

Published 6 November 2025, 2:05pm

Scope

Description

The College requires the services of media buying agencies, to purchase advertising space across a range of media types, including radio and audio, outdoor and digital.

To view this notice, please click here:

https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=992561009

Lot 1. Radio and Audio Advertising Buying Services

Description

The College is looking to appoint a radio buying agency to purchase its radio airtime space and advertising on audio streaming services.

Lot 2. Outdoor, Broadcast and Print Media Buying Services

Description

The College is looking to appoint a media buying agency to purchase its non-digital advertising space. The media will include, but not be limited to, outdoor, broadcast (excluding radio) and some print.

Lot 3. Digital Media Buying Services

Description

The College is looking to appoint a media buying agency to purchase its digital advertising space.

Contract 1. Radio and Audio Advertising Buying Services

Lots

Lot 1. Radio and Audio Advertising Buying Services

Supplier

• The Radio Place Limited

Contract value

• £200,000 including VAT

Above the relevant threshold

Award decision date

30 October 2025

Date assessment summaries were sent to tenderers

30 October 2025

Standstill period

• End: 17 November 2025

• 8 working days

Earliest date the contract will be signed

23 November 2025

Contract dates (estimated)

• 1 December 2025 to 30 November 2027

- Possible extension to 30 November 2029
- 4 years

Description of possible extension:

The contract will be for an initial 24 month period, with an option for the College to extend the contract for one further period of 24 months.

Main procurement category

Services

CPV classifications

- 79340000 Advertising and marketing services
- 79341000 Advertising services
- 79341100 Advertising consultancy services
- 79341200 Advertising management services
- 79341400 Advertising campaign services

Contract locations

UK - United Kingdom

Contract 2. Outdoor, Broadcast and Print Media Buying Services

Lots

Lot 2. Outdoor, Broadcast and Print Media Buying Services

Supplier

• The Radio Place Limited

Contract value

• £512,000 including VAT

Above the relevant threshold

Award decision date

30 October 2025

Date assessment summaries were sent to tenderers

30 October 2025

Standstill period

• End: 17 November 2025

• 8 working days

Earliest date the contract will be signed

23 November 2025

Contract dates (estimated)

- 1 December 2025 to 30 November 2027
- Possible extension to 30 November 2029
- 4 years

Description of possible extension:

The contract will be for an initial 24 month period, with an option for the College to extend the contract for one further period of 24 months.

Main procurement category

Services

CPV classifications

- 79340000 Advertising and marketing services
- 79341000 Advertising services
- 79341100 Advertising consultancy services
- 79341200 Advertising management services
- 79341400 Advertising campaign services

Contract locations

• UK - United Kingdom

Contract 3. Digital Media Buying Services

Lots

Lot 3. Digital Media Buying Services

Supplier

• Phonetic Digital Services Limited

Contract value

• £400,000 including VAT

Below the relevant threshold

Award decision date

30 October 2025

Date assessment summaries were sent to tenderers

30 October 2025

Earliest date the contract will be signed

23 November 2025

Contract dates (estimated)

- 1 December 2025 to 30 November 2027
- Possible extension to 30 November 2029

• 4 years

Description of possible extension:

The contract will be for an initial 24 month period, with an option for the College to extend the contract for one further period of 24 months.

Main procurement category

Services

CPV classifications

- 79340000 Advertising and marketing services
- 79341000 Advertising services
- 79341100 Advertising consultancy services
- 79341200 Advertising management services
- 79341400 Advertising campaign services

Contract locations

• UK - United Kingdom

Information about tenders

Lot 1. Radio and Audio Advertising Buying Services

• 7 tenders received

- 7 tenders assessed in the final stage:
 - 7 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)

Lot 2. Outdoor, Broadcast and Print Media Buying Services

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

Lot 3. Digital Media Buying Services

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

Procedure

Procedure type

Open procedure

Suppliers

Phonetic Digital Services Limited

106 Mackies Corner, High Street West

Sunderland

SR1 1TX

United Kingdom

Contact name: Steven Parker

Email: steven@phoneticdigital.co.uk

Region: UKC23 - Sunderland

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 3. Digital Media Buying Services

The Radio Place Limited

• Companies House: 09415628

2 The Woodlands

Darlington

DL3 9UB

United Kingdom

Contact name: Mrs Suzanne Quinn

Email: Sue.quinn@theradioplace.co.uk

Region: UKC13 - Darlington

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Radio and Audio Advertising Buying Services

Contract 2. Outdoor, Broadcast and Print Media Buying Services

Contracting authority

Gateshead College

• Public Procurement Organisation Number: PYVZ-5892-TRVV

Baltic Campus, Quarryfield Road, Baltic Business Quarter

Gateshead

NE8 3BE

United Kingdom

Contact name: Procurement

Telephone: 01914900300

Email: tenders@gateshead.ac.uk

Region: UKC22 - Tyneside

Organisation type: Public authority - sub-central government