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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>

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## 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.

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## **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.

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## **Lot 3. Digital Media Buying Services**

### **Description**

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

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## **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
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## **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

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## **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)
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## **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)
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## **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)
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## Procedure

### Procedure type

Open procedure

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## 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](mailto: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](mailto: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

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## **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](mailto:tenders@gateshead.ac.uk)

Region: UKC22 - Tyneside

Organisation type: Public authority - sub-central government