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Contract

Paid Media Services

British Business Bank

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

Notice identifier: 2025/S 000-074021

Procurement identifier (OCID): ocds-h6vhtk-05492a ([view related notices](#))

Published 14 November 2025, 2:05pm

Scope

Description

British Business Bank ('the Bank') is seeking to review and appoint an agency to deliver media planning, buying, campaign delivery and optimisation across the Bank's paid media channels, providing outcome-based, end-to-end national and regional campaign management.

This also includes delivery of campaigns for its Start Up Loans programme. Historically, this was operated by a separate agency; with media buying and planning consolidated into a single agency for the Bank back in 2020. Over the past 5 years it has been managed alongside the wider Bank's paid media campaigns but still planned and bought separately. The expectation is for further consolidation so that it becomes a key aspect of an overall Bank media strategy moving forward.

Over the last few years, the Banks media activity has followed an 'always on' approach to help improve knowledge and understanding of 'access to finance' amongst SME's, via the combination of supporting Brand, Content and Product. This has been part of the Marketing Engagement and Demand strategy in order to deliver against the Bank's objectives: driving sustainable growth, backing innovation, unlocking potential and building the modern green economy. In order to do this, one of our key enablers is that of Customer Centricity – placing customers at the heart of everything we do.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=992494985>

Contract 1. Paid Media MSA

Supplier

- Mediaworks UK Limited

Contract value

- £4,227,000 excluding VAT
- £5,072,400 including VAT

Above the relevant threshold

Date signed

31 October 2025

Contract dates

- 3 November 2025 to 2 November 2028
- Possible extension to 2 November 2029
- 4 years

Description of possible extension:

British Business Bank proposes to enter into a Contract for a period of three (3) years with an optional one (1) year extension, Maximum term being four (4) years.

Main procurement category

Services

CPV classifications

- 79341400 - Advertising campaign services

Contract locations

- UK - United Kingdom

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Supplier

Mediaworks UK Limited

- Companies House: 06309397

Floor 2 The Honeycomb, The Watermark

Gateshead

NE11 9SZ

United Kingdom

Contact name: Group People Director

Telephone: +44 191 404 0100

Email: bidteam@mediaworks.co.uk

Region: UKC22 - Tyneside

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

Contracting authority

British Business Bank

- Public Procurement Organisation Number: PGTM-8337-GYXM

Steel City House, 2 West Street

Sheffield

S1 2GQ

United Kingdom

Contact name: Procurement

Telephone: +441142127877

Email: Procurement@british-business-bank.co.uk

Region: UKE32 - Sheffield

Organisation type: Public authority - central government