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Contract

## **ADVERTISING AND DISTRIBUTION FOR VISIT EAST YORKSHIRE GUIDE 2026**

East Riding of Yorkshire Council

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

Notice identifier: 2025/S 000-079355

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

Published 3 December 2025, 1:20pm

### **Scope**

#### **Description**

REQUIREMENTS:

1. Storage

Secure storage for up to 10,000 A4 brochures

2. Fulfilment & Packaging

A4 poly wrapping

Address label printing and application

Fulfilment of brochure requests within 48 hours of enquiry

3. Lead Generation & Advertising

High-quality, targeted lead generation to secure 10,000 brochure requests

All data capture must be GDPR compliant

Provide a detailed account of how you will advertise the brochure to generate these requests (e.g., digital campaigns, social media, partnerships, print advertising)

#### 4. Data Management

Capture and supply all enquiry data to Visit East Yorkshire monthly or at the end of the campaign. Ensure data is accurate, usable, and compliant with GDPR

#### 5. Reporting

Monthly reports detailing:

Stock levels

Fulfilment activity

Lead generation performance

Details of preferential postage rates offered

Any associated management fees

#### OBJECTIVES:

Service online brochure requests within 48 hours

Represent Visit East Yorkshire professionally as a tourism organisation

Ensure accurate data capture and presentation

Maintain effective communication with the Visit East Yorkshire tourism team

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## Contract 1

## **Supplier**

- LIFESTYLE MEDIA GROUP LIMITED

## **Contract value**

- £22,050 excluding VAT
- £26,460 including VAT

Below the relevant threshold

## **Date signed**

26 November 2025

## **Contract dates**

- 1 December 2025 to 1 December 2026
- 1 year, 1 day

## **Main procurement category**

Services

## **CPV classifications**

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

## **Contract locations**

- UK - United Kingdom

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## Procedure

### Procedure type

Below threshold - limited competition

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## Supplier

### LIFESTYLE MEDIA GROUP LIMITED

Unit 1.4 Lanwades Business Park

Newmarket

CB8 7PN

United Kingdom

Email: [hello@lifestylemediagroup.co.uk](mailto:hello@lifestylemediagroup.co.uk)

Region: UKH14 - Suffolk

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

## **Contracting authority**

### **East Riding of Yorkshire Council**

- Public Procurement Organisation Number: PZQH-9124-TMLN

Cross Street

Beverley

HU17 9BA

United Kingdom

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

Region: UKE12 - East Riding of Yorkshire

Organisation type: Public authority - sub-central government