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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): ocids-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

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

Procedure

Procedure type

Below threshold - limited competition

Supplier

LIFESTYLE MEDIA GROUP LIMITED

Unit 1.4 Lanwades Business Park

Newmarket

CB8 7PN

United Kingdom

Email: 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

Region: UKE12 - East Riding of Yorkshire

Organisation type: Public authority - sub-central government