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Award

## Media Advertising Agency V2 - 2025

The Education Training Collective

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-080323

Procurement identifier (OCID): ocds-h6vhtk-05a9a2 ([view related notices](#))

Published 5 December 2025, 4:17pm

### Scope

### Reference

ETCP-2025-0017

### Description

We require an agency who can be the single point of contact between the Education Training Collectives Marketing Team and the service providers managing the available advertising space required and should be able to make use of the mediums listed. The aim being to promote the Etc. Further Education sites within Teesside to 14–16-year-olds, their parents and 18-65 for our adult courses and Higher Education delivery. Along with sourcing additional promotional opportunities for our commercial offering within the Northeast.

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## **Contract 1. Media Advertising Agency V2 - 2025**

### **Supplier**

- [Smart Outdoor Media Ltd](#)

### **Contract value**

- £1,200,000 excluding VAT
- £1,440,000 including VAT

Above the relevant threshold

### **Award decision date**

5 December 2025

### **Date assessment summaries were sent to tenderers**

5 December 2025

### **Standstill period**

- End: 16 December 2025
- 8 working days

### **Earliest date the contract will be signed**

18 December 2025

### **Contract dates (estimated)**

- 18 December 2025 to 17 December 2026
- Possible extension to 17 December 2030
- 5 years

Description of possible extension:

2 x 24 months

### **Main procurement category**

Services

### **Options**

The right to additional purchases while the contract is valid.

Additional Media marketing options we are not currently utilising.

### **CPV classifications**

- 79340000 - Advertising and marketing services

### **Contract locations**

- UKC1 - Tees Valley and Durham
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## Information about tenders

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

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## Procedure

### Procedure type

Open procedure

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## Supplier

### Smart Outdoor Media Ltd

- Public Procurement Organisation Number: PGPH-2134-XCDJ

The Yard, Gillbridge Avenue

Sunderland

SR1 3AP

United Kingdom

Email: [info@smartoutdoor.co.uk](mailto:info@smartoutdoor.co.uk)

Region: UKC23 - Sunderland

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Media Advertising Agency V2 - 2025

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## **Contracting authority**

### **The Education Training Collective**

- UK Register of Learning Providers (UKPRN number): 10006341

Stockton Riverside College

Thornaby

TS176FB

United Kingdom

Contact name: Phillip Iverson

Telephone: 01642865426

Email: [phillip.iverson@the-etc.ac.uk](mailto:phillip.iverson@the-etc.ac.uk)

Website: <http://www.the-etc.ac.uk>

Region: UKC11 - Hartlepool and Stockton-on-Tees

Organisation type: Public authority - sub-central government