

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/084810-2025>

Contract

Mental Health and Wellbeing Social Marketing Campaign

Newcastle City Council

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

Notice identifier: 2025/S 000-084810

Procurement identifier (OCID): ocds-h6vhtk-05fa24

Published 19 December 2025, 11:34am

Scope

Description

Commercially known as 'Be A Game Changer'.

Services in support of Mental Health.

Contract 1. Mental Health and Wellbeing Social Marketing Campaign

Supplier

- Newcastle United Foundation

Contract value

- £50,000 excluding VAT
- £50,000 including VAT

Below the relevant threshold

Date signed

28 November 2025

Contract dates

- 28 November 2025 to 31 August 2026
- Possible extension to 31 August 2027
- 1 year, 9 months, 3 days

Description of possible extension:

1 x 12 month option to extend

Main procurement category

Services

CPV classifications

- 85322000 - Community action programme

- 85323000 - Community health services

Contract locations

- UKC22 - Tyneside

Procedure

Procedure type

Below threshold - without competition

Supplier

Newcastle United Foundation

St James Park

Newcastle

NE1 4ST

United Kingdom

Email: Steve.beharall@nufc.co.uk

Region: UKC22 - Tyneside

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): Yes

Contract 1. Mental Health and Wellbeing Social Marketing Campaign

Contracting authority

Newcastle City Council

- Public Procurement Organisation Number: PBHM-6848-TWYG

Civic Centre

Newcastle Upon Tyne

NE1 8QH

United Kingdom

Email: corporate.procurement.team@newcastle.gov.uk

Website: <https://www.newcastle.gov.uk/>

Region: UKC22 - Tyneside

Organisation type: Public authority - sub-central government