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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.

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## **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

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## **Procedure**

### **Procedure type**

Below threshold - without competition

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## **Supplier**

### **Newcastle United Foundation**

St James Park

Newcastle

NE1 4ST

United Kingdom

Email: [Steve.beharall@nufc.co.uk](mailto: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

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## 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](mailto:corporate.procurement.team@newcastle.gov.uk)

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

Region: UKC22 - Tyneside

Organisation type: Public authority - sub-central government