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Award

Smoking Cessation Radio Adverting Campaign

NHS HUMBER AND NORTH YORKSHIRE INTEGRATED CARE BOARD

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

Notice identifier: 2026/S 000-003504

Procurement identifier (OCID): ocds-h6vhtk-0606b0

Published 15 January 2026, 1:47pm

Scope

Description

Smoking Cessation Radio advertising campaign for Yorkshire and Humber from April 2026 - May 2026 including creative production for adverts.

Contract 1

Supplier

- BAUER RADIO LIMITED

Contract value

- £27,500 excluding VAT
- £33,000 including VAT

Below the relevant threshold

Award decision date

19 December 2025

Earliest date the contract will be signed

15 January 2026

Contract dates (estimated)

- 7 April 2026 to 29 May 2026
- 1 month, 23 days

Main procurement category

Services

CPV classifications

- 79341400 - Advertising campaign services

Contract locations

- UKE - Yorkshire and the Humber

Procedure

Procedure type

Below threshold - without competition

Supplier

BAUER RADIO LIMITED

- Companies House: 01394141

Media House Peterborough Business Park

Peterborough

PE2 6EA

United Kingdom

Email: advertising@bauermedia.co.uk

Region: UKH11 - Peterborough

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

NHS HUMBER AND NORTH YORKSHIRE INTEGRATED CARE BOARD

- NHS Organisation Data Service: QOQ
- Public Procurement Organisation Number: PBCG-3899-RLCL

Health House, Grange Park Lane, Willerby

East Riding of Yorkshire

HU10 6DT

United Kingdom

Email: hnyicb.procurement@nhs.net

Region: UKE12 - East Riding of Yorkshire

Organisation type: Public authority - sub-central government