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Planning

## **South West Smokefree Regional Communications Campaign**

North Somerset Council

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-012570

Procurement identifier (OCID): ocds-h6vhtk-064e46

Published 11 February 2026, 4:14pm

### **Scope**

### **Reference**

NSC-0661-26

### **Description**

On behalf of the regional South West Smokefree Programme, North Somerset Council is procuring a specialist communications and media agency to deliver a mass-media stop smoking campaign that will stimulate quit attempts across the entire South West. The work will include delivering a campaign strategy, developing a regional smokefree 'brand' and website/landing page, adapting creative assets (including TV) from a pre-existing campaign, managing regional media planning/buying, and delivering a light-touch survey-based evaluation.

### **Total value (estimated)**

- £210,000 excluding VAT

- £252,000 including VAT

Above the relevant threshold

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

- 11 May 2026 to 31 January 2027
- 8 months, 21 days

### **Main procurement category**

Services

### **CPV classifications**

- 79342000 - Marketing services

### **Contract locations**

- UKK - South West (England)

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## **Engagement**

### **Engagement deadline**

24 February 2026

## **Engagement process description**

North Somerset Council is hosting an online engagement event on Wednesday 25th February 2026, at 10am.

If your organisation is interested in attending please email the NSC Procurement Team mailbox: [procurement.contracts@n-somerset.gov.uk](mailto:procurement.contracts@n-somerset.gov.uk) with the email addresses of the attendees and a link will be sent out by the end of 24/02/26.

All information delivered and discussed at the event will also be uploaded to the Supplying the South West Portal after the event for those that were unable to attend.

[www.supplyingthesouthwest.org.uk](http://www.supplyingthesouthwest.org.uk)

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Submission**

### **Publication date of tender notice (estimated)**

9 March 2026

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## **Contracting authority**

## **North Somerset Council**

- Public Procurement Organisation Number: PVVX-9588-WCMV

Town Hall

Weston-super-Mare

BS23 1UJ

United Kingdom

Contact name: Kate Williams

Telephone: 12345

Email: [procurement.contracts@n-somerset.gov.uk](mailto:procurement.contracts@n-somerset.gov.uk)

Website: <http://www.n-somerset.gov.uk/>

Region: UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

Organisation type: Public authority - sub-central government