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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 000-012578

Procurement identifier (OCID): ocds-h6vhtk-064e4c

Published 11 February 2026, 4:23pm

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)

- £176,600 excluding VAT
- £212,000 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)

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 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

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

9 March 2026

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

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Email: 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