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Award

Crimestoppers Illicit Tobacco Campaign

HM Revenue & Customs

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

Notice identifier: 2026/S 000-013582

Procurement identifier (OCID): ocds-h6vhtk-064b25 ([view related notices](#))

Published 13 February 2026, 4:05pm

Scope

Description

Objectives:

The supplier will deliver a 10-week national campaign aimed at changing public perception of illicit tobacco. It will also provide channels through which to report potential criminal activity relating to the importation, storage, supply and sale of illicit tobacco. This will provide a "test and learn" opportunity to gauge the effectiveness of the messaging. If successful, consideration will be given to running further campaigns.

Deliverables:

The supplier will

- Develop a digital first campaign.
- Craft compelling messaging with an easy read call to action.
- Design creatives to present different strands of the issue.
- Produce a suite of assets as part of the campaign including:

- 6 static tiles
- 2 social carousels
- 1 radio ad (script)
- Develop a campaign landing page on Crimestoppers-uk.org including core messaging and call to action for reporting with a link to the anonymised reporting form.
- Create a briefing pack to assist the amplification of the campaign through Crimestoppers' network of contacts and stakeholders.
- Approach the 43 police forces that the supplier works with to support the campaign
- Garner support by sharing the briefing pack with 800+ stakeholder organisation, nongovernmental organisations, commercial entities and business partners.
- Use existing Home Office contacts to further amplify the campaign through their network.

The supplier will forward reports generated by the campaign to the customer using the mechanism covered by the existing agreement between the supplier and customer. The customer will have discretion to use the reports as it sees fit.

Contract 1. Crimestoppers Illicit Tobacco Campaign

Supplier

- CRIMESTOPPERS TRUST

Contract value

- £100,000 excluding VAT
- £120,000 including VAT

Below the relevant threshold

Award decision date

13 February 2026

Earliest date the contract will be signed

25 February 2026

Contract dates (estimated)

- 25 February 2026 to 25 February 2027
- Possible extension to 25 February 2028
- 2 years, 1 day

Description of possible extension:

An extension would be considered if the 10-week campaign proves to be successful in terms of public engagement and the parties agree that an extension would be beneficial to allow wider coverage and impact.

Main procurement category

Services

CPV classifications

- 79341400 - Advertising campaign services

Contract locations

- UK - United Kingdom

Procedure

Procedure type

Below threshold - without competition

Supplier

CRIMESTOPPERS TRUST

- Companies House: 05382856
- Public Procurement Organisation Number: PZWY-1765-JCVW

C/O Sedulo Office 605, Albert House

London

EC1V 9DD

United Kingdom

Email: finance@crimestoppers-uk.org

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): Yes

Contract 1. Crimestoppers Illicit Tobacco Campaign

Contracting authority

HM Revenue & Customs

- Public Procurement Organisation Number: PVMW-8599-JZNJ

100 Parliament Street

London

SW1A 2BQ

United Kingdom

Email: hmrcsupportsapariba@hmrc.gov.uk

Region: UKI32 - Westminster

Organisation type: Public authority - central government