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Contract

## **TEN-2526-026 (PA2023) Everyday Investor 5**

National Employment Savings Trust (NEST) Corporation

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-013635

Procurement identifier (OCID): ocds-h6vhtk-059d0f ([view related notices](#))

Published 13 February 2026, 5:22pm

### **Scope**

#### **Description**

Nest is seeking an agency to support the delivery, execution and review of two complementary communications plans that will raise awareness of Nest and help demystify pensions and investing for our members. The first plan focuses on phase 5 of our Everyday Investor campaign, which will showcase Deep Green's innovative use of data centre heat to provide free heating for local swimming pools, demonstrating how pension investments create real-world community benefits through compelling human-centred storytelling.

The second plan involves designing and delivering an influencer-led content series that will work in harmony with content on our platforms - making pensions and investing feel accessible and relatable to our target audiences.

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## **Contract 1**

### **Supplier**

- ATOMIC LONDON LIMITED

### **Contract value**

- £195,000 excluding VAT
- £234,000 including VAT

Above the relevant threshold

### **Date signed**

6 February 2026

### **Contract dates**

- 6 February 2026 to 5 February 2027
- Possible extension to 5 February 2028
- 2 years

Description of possible extension:

Additional year extension

### **Main procurement category**

Services

## **CPV classifications**

- 32583000 - Data and voice media
- 92200000 - Radio and television services

## **Contract locations**

- UK - United Kingdom

## **Justification for not setting key performance indicators**

Not required.

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## **Other information**

### **Applicable trade agreements**

- Government Procurement Agreement (GPA)

### **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

## Procedure type

Open procedure

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## Supplier

### **ATOMIC LONDON LIMITED**

- Companies House: 08013542
- Public Procurement Organisation Number: PPNH-2892-DHDZ

12-16 Laystall Street

London

EC1R 4PF

United Kingdom

Email: [hello@one-atomic.com](mailto:hello@one-atomic.com)

Website: <https://atomic-london.co.uk/>

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

## **Contracting authority**

### **National Employment Savings Trust (NEST) Corporation**

- Public Procurement Organisation Number: PQGC-5667-VDDT

10 South Colonnade, Canary Wharf,

London

E14 4PU

United Kingdom

Email: [Procurement@nestcorporation.org.uk](mailto:Procurement@nestcorporation.org.uk)

Region: UKI42 - Tower Hamlets

Organisation type: Public authority - central government