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Award

## **2025 National Marketing Campaign.**

East Suffolk Council

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

Notice identifier: 2025/S 000-058108

Procurement identifier (OCID): ocds-h6vhtk-05514a

Published 19 September 2025, 12:47pm

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### **Scope**

### **Reference**

2654-TEN-O

### **Description**

East Suffolk Council is seeking a supplier to design and deliver an emotionally resonant, experience-led destination marketing campaign.

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## **Contract 1. 2025 National Marketing Campaign**

### **Supplier**

- [Jacob Bailey Group](#)

### **Contract value**

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

Below the relevant threshold

### **Award decision date**

19 September 2025

### **Earliest date the contract will be signed**

25 September 2025

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

- 1 October 2025 to 31 July 2026
- 10 months

### **Main procurement category**

Services

## **CPV classifications**

- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services
- 79340000 - Advertising and marketing services

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## **Information about tenders**

- 18 tenders received
- 1 tender assessed in the final stage:
  - 1 submitted by small and medium-sized enterprises (SME)
  - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 0 suppliers unsuccessful (details included for contracts over £5 million)

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## **Procedure**

### **Procedure type**

Below threshold - open competition

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## **Supplier**

## **Jacob Bailey Group**

1 Woodbridge Road

Ipswich Suffolk

IP4 2EA

United Kingdom

Email: [will@jacobbaileygroup.com](mailto:will@jacobbaileygroup.com)

Region: UKH14 - Suffolk

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. 2025 National Marketing Campaign

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## **Contracting authority**

### **East Suffolk Council**

- Public Procurement Organisation Number: PLPP-1174-BHLX

East Suffolk House, Station Road, Melton

Woodbridge

IP12 1RT

United Kingdom

Email: [procurement@eastsuffolk.gov.uk](mailto:procurement@eastsuffolk.gov.uk)

Website: <http://www.eastsuffolk.gov.uk>

Region: UKH14 - Suffolk

Organisation type: Public authority - sub-central government