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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 000-058191

Procurement identifier (OCID): ocids-h6vhtk-05514a ([view related notices](#))

Published 19 September 2025, 3:17pm

Changes to notice

This notice has been edited. The [previous version](#) is still available.

Date Contract to be signed is 1st October, 2025

Contract start date - 6th October , 2025

Contract end date - 5th August , 2026

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.

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

1 October 2025

Contract dates (estimated)

- 6 October 2025 to 5 August 2026
- 10 months

Main procurement category

Services

CPV classifications

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

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)

Procedure

Procedure type

Below threshold - open competition

Supplier

Jacob Bailey Group

1 Woodbridge Road

Ipswich Suffolk

IP4 2EA

United Kingdom

Email: will@jacobbaileysgroup.com

Region: UKH14 - Suffolk

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. 2025 National Marketing Campaign

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

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

Region: UKH14 - Suffolk

Organisation type: Public authority - sub-central government