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Award

## **Stop Smoking, Feel Better - Multimedia Public Health Education Campaign**

East Sussex County Council

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-069457

Procurement identifier (OCID): ocds-h6vhtk-05d66d ([view related notices](#))

Published 29 October 2025, 3:12pm

### **Scope**

### **Reference**

15921

### **Description**

The South East Smokefree Alliance are local authorities, directors of public health, healthcare professionals, sector experts and advisors - coming together with a strategic aim to make the South East a smokefree region by 2030 (see their website <https://www.quittogetherlivebetter.com/about-us/>). The Alliance is funded by 2.5% of the Local Stop Smoking Service grant from each of the co-funding members, including East Sussex County Council.

The South East Smokefree Alliance has voted to invest additional funds, beyond their core contributions, to deliver a large-scale, multi-channel public health campaign across the region. During the initial term of the contract this will be in two phases; Autumn 2025 and Spring 2026, depending on grant funding received this year and in future years.

Contract values quoted are maximum estimated total spend from the members of the

Southeast Smokefree Alliance (subject to grant funding received and dependant on number of LA's in the Alliance contributing within the timeframe).

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## **Contract 1**

### **Supplier**

- ESKIMOSOUP LIMITED

### **Contract value**

- £1,640,000 excluding VAT
- £1,968,000 including VAT

Above the relevant threshold

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

5 December 2025

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

- 15 December 2025 to 14 December 2026
- Possible extension to 14 December 2029
- 4 years

Description of possible extension:

Three periods of twelve month possible extensions will be included in the contract.

## **Main procurement category**

Services

## **Options**

The right to additional purchases while the contract is valid.

Subject to grant funding received (and the number of Local Authorities wishing to take part in the campaigns), additional work and extensions will be implemented.

## **CPV classifications**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

## **Contract locations**

- UKJ - South East (England)

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## **Participation**

### **Particular suitability**

- Small and medium-sized enterprises (SME)

- Voluntary, community and social enterprises (VCSE)

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## **Other information**

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

Yes

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## **Procedure**

### **Procedure type**

Direct award

### **Direct award justification**

- Single supplier - intellectual property or exclusive rights
- Single supplier - technical reasons
- Additional or repeat goods, services or works - extension or partial replacement

Explanation of how the justification is met:

The Provider is currently delivering a Stop Smoking campaign for ESCC and the South East Smokefree Alliance. The direct award will enable consistency with PR and Communications across the South East region and the continuation of a seamless service by a very experienced and capable Provider.

ESKI holds the intellectual property rights to the public health campaign "Stop Smoking, Feel Better". This campaign has been specifically developed, tested, and evaluated by

ESKI, and is owned exclusively by them. Therefore, no other supplier can replicate this intellectual property, nor meet the Specification requirements or delivery timescales.

The direct award will protect return on investment already made by the Alliance, by using the same supplier for the new campaign, avoiding set up costs which might be incurred by an alternative supplier.

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## Supplier

### **ESKIMOSOUP LIMITED**

- Companies House: 08125529

Aura Innovation Centre

Hessle

HU13 0GD

United Kingdom

Email: [mail@eski.media](mailto:mail@eski.media)

Website: <http://www.eski.media>

Region: UKE12 - East Riding of Yorkshire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

## **Contracting authority**

### **East Sussex County Council**

- Public Procurement Organisation Number: PXGX-2145-PRQJ

County Hall, St Anne's Crescent

Lewes

BN7 1UE

United Kingdom

Email: [michelle.anderson@eastsussex.gov.uk](mailto:michelle.anderson@eastsussex.gov.uk)

Region: UKJ22 - East Sussex CC

Organisation type: Public authority - sub-central government