This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/070526-2025">https://www.find-tender.service.gov.uk/Notice/070526-2025</a>

Award

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

East Sussex County Council

UK6: Contract award notice - Procurement Act 2023 - view information about notice types

Notice identifier: 2025/S 000-070526

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

Published 3 November 2025, 3:15pm

## Scope

#### Reference

15921

#### **Description**

East Sussex County Council are intending to award a contract on behalf of The South East Smokefree Alliance.

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 <a href="https://www.quittogetherlivebetter.com/about-us/">https://www.quittogetherlivebetter.com/about-us/</a>). 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).

#### Contract 1

## **Supplier**

• ESKIMOSOUP LIMITED

#### **Contract value**

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

Above the relevant threshold

#### Award decision date

3 November 2025

## Standstill period

• End: 12 November 2025

• 8 working days

#### Earliest date the contract will be signed

14 November 2025

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

- 17 November 2025 to 16 November 2026
- Possible extension to 16 November 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.

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)

## **Procedure**

## **Procedure type**

Direct award

## **Supplier**

#### **ESKIMOSOUP LIMITED**

• Companies House: 08125529

Aura Innovation Centre

Hessle

**HU13 0GD** 

**United Kingdom** 

Email: 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

Supported employment provider: No

Public service mutual: 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

Website: <a href="http://www.eastsussex.gov.uk">http://www.eastsussex.gov.uk</a>

Region: UKJ22 - East Sussex CC

Organisation type: Public authority - sub-central government