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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 <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).

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: <http://www.eastsussex.gov.uk>

Region: UKJ22 - East Sussex CC

Organisation type: Public authority - sub-central government

