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Award

TEN-2526-026 (PA2023) Everyday Investor 5

National Employment Savings Trust (NEST) Corporation

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

Notice identifier: 2025/S 000-072167

Procurement identifier (OCID): ocds-h6vhtk-059d0f ([view related notices](#))

Published 7 November 2025, 4:09pm

Scope

Description

Nest is seeking an agency to support the delivery, execution and review of two complementary communications plans that will raise awareness of Nest and help demystify pensions and investing for our members. The first plan focuses on phase 5 of our Everyday Investor campaign, which will showcase Deep Green's innovative use of data centre heat to provide free heating for local swimming pools, demonstrating how pension investments create real-world community benefits through compelling human-centred storytelling.

The second plan involves designing and delivering an influencer-led content series that will work in harmony with content on our platforms - making pensions and investing feel accessible and relatable to our target audiences.

Contract 1

Supplier

- ATOMIC LONDON LIMITED

Contract value

- £195,000 excluding VAT
- £234,000 including VAT

Above the relevant threshold

Award decision date

7 November 2025

Date assessment summaries were sent to tenderers

7 November 2025

Standstill period

- End: 18 November 2025
- 8 working days

Earliest date the contract will be signed

30 November 2025

Contract dates (estimated)

- 1 December 2025 to 30 November 2026
- Possible extension to 30 November 2027
- 2 years

Description of possible extension:

1 year extension

Main procurement category

Services

CPV classifications

- 32583000 - Data and voice media
- 92200000 - Radio and television services

Contract locations

- UK - United Kingdom

Information about tenders

- 5 tenders received
- 5 tenders assessed in the final stage:
 - 5 submitted by small and medium-sized enterprises (SME)

- 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 4 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Open procedure

Supplier

ATOMIC LONDON LIMITED

- Companies House: 08013542
- Public Procurement Organisation Number: PPNH-2892-DHDZ

12-16 Laystall Street

London

EC1R 4PF

United Kingdom

Email: hello@one-atomic.com

Website: <https://atomic-london.co.uk/>

Region: UKI31 - Camden and City of London

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

National Employment Savings Trust (NEST) Corporation

- Public Procurement Organisation Number: PQGC-5667-VDDT

10 South Colonnade, Canary Wharf,

London

E14 4PU

United Kingdom

Email: Procurement@nestcorporation.org.uk

Region: UKI42 - Tower Hamlets

Organisation type: Public authority - central government