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Contract

Leeds Stop Smoking Service -Social Media Campaign

Leeds City Council

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-078290

Procurement identifier (OCID): ocds-h6vhtk-05eb77

Published 30 November 2025, 2:11pm

Scope

Description

The Contractor will:

- Develop an insight-led social media strategy aligned with Leeds Smokefree priorities
- Produce and deliver creative content across Meta, TikTok, and YouTube
- Manage paid and organic campaigns to maximise reach and engagement
- Provide daily moderation and community management
- Deliver monthly performance reports with analytics and recommendations

£20,000 Nov 2025 to March 2026

Contract 1. Leeds Stop Smoking Service -Social Media Campaign

Supplier

- Extreme Creations Limited

Contract value

- £20,000 excluding VAT
- £24,000 including VAT

Below the relevant threshold

Date signed

25 November 2025

Contract dates

- 26 November 2025 to 31 March 2026
- 4 months, 5 days

Main procurement category

Services

CPV classifications

- 79341400 - Advertising campaign services

Contract locations

- UKE42 - Leeds

Procedure

Procedure type

Below threshold - without competition

Supplier

Extreme Creations Limited

7.23 Windsor House, Cornwall Road

Harrogate

HG1 2PW

United Kingdom

Email: amy.lighton@madebyextreme.com

Region: UKE22 - North Yorkshire CC

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Leeds Stop Smoking Service -Social Media Campaign

Contracting authority

Leeds City Council

- Public Procurement Organisation Number: PJYG-6658-PPMY

Civic Hall, Calverley Street

Leeds

LS1 1UR

United Kingdom

Email: peopleservicescategory@leeds.gov.uk

Region: UKE42 - Leeds

Organisation type: Public authority - sub-central government