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Contract

## Healthy Advertising - Mind the Ad

Wigan Council

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

Notice identifier: 2025/S 000-083395

Procurement identifier (OCID): ocds-h6vhtk-05f6ca

Published 16 December 2025, 1:54pm

### Scope

### Reference

PA079

### Description

Delivery of Mind the Ad - a two - stage creative consultation with young people (ages 11-16) to inform Wigan Council's Healthy Advertising Policy. Includes peer-led media outputs, one-day participatory event, creative artefacts, soundbites, and evaluation report.

Please note: the successful supplier is not VAT registered, therefore exclusive and inclusive amounts are shown as the same.

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## **Contract 1**

### **Supplier**

- CURIOUS MINDS

### **Contract value**

- £7,500 excluding VAT
- £7,500 including VAT

Below the relevant threshold

### **Date signed**

10 December 2025

### **Contract dates**

- 10 December 2025 to 31 October 2026
- 10 months, 22 days

### **Main procurement category**

Services

### **CPV classifications**

- 22462000 - Advertising material

- 79341400 - Advertising campaign services

## **Contract locations**

- UKD3 - Greater Manchester

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## **Procedure**

### **Procedure type**

Below threshold - without competition

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## **Supplier**

### **CURIOUS MINDS**

- Companies House: 06775402
- Public Procurement Organisation Number: PWXL-7143-JPNT

Gerrard Winstanley House Studio 15, The Old Courts,

Wigan

WN1 1NA

United Kingdom

Email: [info@curiousminds.org.uk](mailto:info@curiousminds.org.uk)

Website: <https://curiousminds.org.uk/>

Region: UKD36 - Greater Manchester North West

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): Yes

Contract 1

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## **Contracting authority**

### **Wigan Council**

- Public Procurement Organisation Number: PCGG-6481-TZPW

Wigan Town Hall, Library Street

Wigan

WN1 1YN

United Kingdom

Email: [Procurement@wigan.gov.uk](mailto:Procurement@wigan.gov.uk)

Region: UKD36 - Greater Manchester North West

Organisation type: Public authority - sub-central government