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Tender

Marketing and Communications Support for the New Leighton Hospital

Mid Cheshire Hospitals NHS Foundation Trust

F02: Contract notice

Notice identifier: 2025/S 000-000424

Procurement identifier (OCID): ocds-h6vhtk-04ce0e

Published 8 January 2025, 7:22am

Section I: Contracting authority

I.1) Name and addresses

Mid Cheshire Hospitals NHS Foundation Trust

Leighton Hospital

Crewe

CW1 4TQ

Contact

Mid Cheshire Hospitals NHS Foundation Trust

Email

sarah.campbell@mcht.nhs.uk

Country

United Kingdom

Region code

UKD6 - Cheshire

Internet address(es)

Main address

<https://www.mcht.nhs.uk/>

Buyer's address

<https://www.mcht.nhs.uk/>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://health-family.force.com/s/Welcome>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://health-family.force.com/s/Welcome>

Tenders or requests to participate must be submitted to the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://health-family.force.com/s/Welcome>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Health

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Marketing and Communications Support for the New Leighton Hospital

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Mid Cheshire Hospitals NHS Foundation Trust (MCHFT) is issuing this Invitation to Tender ("ITT") in connection with the competitive procurement of Marketing and Communications Support for the New Leighton Hospital.

This procurement will be run via an Open Procedure under the Public Contracts Regulations 2015 ("PCR").

The Authority seeks a strategic marketing and communications partner to support its upcoming hospital development programme. The successful supplier will deliver an integrated communications and engagement programme to ensure effective stakeholder communication and community engagement during critical project phases, including the Outline Business Case (OBC) and Full Business Case (FBC).

The supplier must demonstrate experience in large-scale capital projects (£250m+), with expertise in design, video production, marketing, and communications. Key deliverables include annual engagement plans, multi-channel campaigns, community events, social media strategies, and progress reports, with success measured against stakeholder sentiment, public awareness, and KPI achievement.

The initial contract term is 2 years from 1st April 2025 with mobilisation commencing from 17th March 2027. The Authority reserves the right to extend the contract for the provision of Marketing and Communications Support beyond the initial period of 2 years without the need for a further procurement exercise.

In exercising its discretion to extend, the Authority will consider the successful bidder's performance up to the point it is considering any extension and whether any benefit to the

overall programme to extending with the current supplier outweighs any potential benefit in carrying out a further procurement exercise.

The estimated annual contract value is £100.000 exclusive of VAT.

The current programme indicates the following key dates:

- Outline planning submission August 2025
- OBC completed by January 2026
- FBC by December 2027.

It should be noted that these dates are subject to change.

The tender is being run via the ATAMIS e-tendering Portal which can be found at <https://health-family.force.com/s/Welcome> ("the e-sourcing Portal").

II.1.5) Estimated total value

Value excluding VAT: £200,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKD6 - Cheshire

II.2.4) Description of the procurement

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II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £200,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

1 April 2025

End date

31 March 2027

This contract is subject to renewal

Yes

Description of renewals

The Authority reserves the right to extend the contract for the provision of Marketing and Communications Support beyond the initial period of 2 years without the need for a further procurement exercise. The Authority will assess the successful bidder's performance and the benefits of extending the current contract versus conducting a new procurement exercise.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

7 February 2025

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

8 January 2025

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

The High Court

The Strand

London

WC2A 2LL

Country

United Kingdom

Internet address

<https://www.judiciary.uk/courts-and-tribunals/high-court/>

VI.4.2) Body responsible for mediation procedures

The High Court

The Strand

London

WC2A 2LL

Country

United Kingdom

Internet address

<https://www.judiciary.uk/courts-and-tribunals/high-court/>

