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Tender

Support for Delivering Safety Communications for MHRA

MHRA

F02: Contract notice

Notice identifier: 2025/S 000-000757

Procurement identifier (OCID): ocds-h6vhtk-04ced9

Published 9 January 2025, 9:49pm

Section I: Contracting authority

I.1) Name and addresses

MHRA

10 South Colonnade, Canary Wharf

London

E14 4PU

Contact

Purchasing

Email

purchasing@mhra.gov.uk

Country

United Kingdom

Region code

UKI31 - Camden and City of London

Internet address(es)

Main address

<https://www.gov.uk/government/organisations/medicines-and-healthcare-products-regulatory-agency>

Buyer's address

<https://www.gov.uk/government/organisations/medicines-and-healthcare-products-regulatory-agency>

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

Ministry or any other national or federal authority

I.5) Main activity

Health

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Support for Delivering Safety Communications for MHRA

Reference number

C327833

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The objective of this Procurement Call for Competition is to award one Contract to support delivery of the MHRA's communications to healthcare professionals (HCPs), and facilitate improved safety communications including optimising engagement rates and reach.

The MHRA seeks the appointment of a Supplier who has experience of and expertise in (Technical and Professional ability):

- issuing broad email campaigns to a large audience including but not limited to NHS email addresses.

(Please note, the Supplier would need to own or have access to the email addresses/contacts for a range of HCPs as the MHRA cannot provide any contact/subscription details - our expectation of the extent of the database is that it can reach more than 100,000 HCPs across the UK and disciplines/specialisms; good representation across the healthcare sector)

- maintaining contact details to ensure up-to-date, and seeking to expand the contacts database.

- formatting and dispatching communications/emails (including ability to deal with NHS firewall/security challenges).

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.2.2) Additional CPV code(s)

- 72320000 - Database services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The objective of this Procurement Call for Competition is to award one Contract to support delivery of the MHRA's communications to healthcare professionals (HCPs), and facilitate improved safety communications including optimising engagement rates and reach.

The MHRA seeks the appointment of a Supplier who has experience of and expertise in (Technical and Professional ability):

- issuing broad email campaigns to a large audience including but not limited to NHS email addresses.

(Please note, the Supplier would need to own or have access to the email addresses/contacts for a range of HCPs as the MHRA cannot provide any contact/subscription details - our expectation of the extent of the database is that it can reach more than 100,000 HCPs across the UK and disciplines/specialisms; good representation across the healthcare sector)

- maintaining contact details to ensure up-to-date, and seeking to expand the contacts database.

- formatting and dispatching communications/emails (including ability to deal with NHS firewall/security challenges).

Safety communication is a critical part of the MHRA's work, with the potential for a major and immediate impact on public health and safety, and consequently our corporate reputation. It is essential therefore that we issue effective communications and trusted advice via appropriate channels to relevant audiences/HCPs, in a timely manner, to support patient safety and public health. The information dispatched must be accessible and easy to understand including how it could affect patients' care.

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

17 March 2025

End date

16 March 2031

This contract is subject to renewal

No

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

11 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: 2 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

11 February 2025

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.3) Additional information

For the Invitation to Tender document, please go onto our e-procurement portal/system Atamis (<https://health-family.force.com/s/Welcome>) and register - then you can see the full details for our Requirements ref C327833.

VI.4) Procedures for review

VI.4.1) Review body

MHRA

10 South Colonnade

London

E14 4PU

Country

United Kingdom