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Tender

## **PHW-FTS-61825 MEDIA MANAGEMENT TO SUPPORT AND PROMOTE THE NATIONAL HEALTHY WEIGHT HEALTHY YOU PROGRAMME**

NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust)

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-005022

Procurement identifier (OCID): ocds-h6vhtk-060a69

Published 20 January 2026, 4:45pm

### **Scope**

### **Reference**

PHW-FTS-61825

### **Description**

The Health Improvement Division (HID) of Public Health Wales (PHW) are seeking to commission a suitably qualified and experienced agency to assist in the planning, buying and evaluation of a range of media all aimed at promoting the achievement and maintenance of a healthy weight.

The successful partner will deliver a range of media services over the life of the contract up to and including March 2027. There is also provision for an optional one year extension to cover the planning, buying and evaluation of media for the 2027/2028 period.

The full details are outlined with the tender documents attached within Bravo.

<https://etenderwales.bravosolution.co.uk>.

The tender will be awarded to the most advantageous tender based on 60% quality and 40% cost as detailed in the ITT document.

Please note that the tender closing date is 16/02/2026 at midday and any late submissions will not be considered.

The etenderwales bravosolution ref:

Project: project\_61825 and itt\_122589

Please direct all queries relating to this tender via the messaging function of the Bravo portal.

More details can be found at <https://etenderwales.bravosolution.co.uk>.

### **Total value (estimated)**

- £400,000 excluding VAT
- £480,000 including VAT

Above the relevant threshold

### **Contract dates (estimated)**

- 1 April 2026 to 31 March 2027
- Possible extension to 31 March 2028
- 2 years

Description of possible extension:

1 x 1 year optional extension

## **Options**

The right to additional purchases while the contract is valid.

The initial contract term is one (1) year. The Contracting Authority reserves the option to extend the contract for one (1) additional period of twelve (12) months, resulting in a maximum potential contract duration of two (2) years.

The optional extension period may be exercised subject to satisfactory contractor performance, continued operational need, budget availability, and agreement by both parties. These options allow the Trust to maintain continuity of service and avoid unnecessary procurement activity where continued service delivery is beneficial.

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Contract locations**

- UKL - Wales

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

## **Submission**

### **Enquiry deadline**

12 February 2026, 12:30pm

### **Tender submission deadline**

16 February 2026, 12:30pm

### **Submission address and any special instructions**

All tender submissions must be made electronically via the eTenderWales portal:

<https://etenderwales.bravosolution.co.uk>

Bidders must be registered on the portal to access the tender documents and submit a response.

All clarifications, messages, and submissions must be completed through the portal.

No email or postal submissions will be accepted.

### **Tenders may be submitted electronically**

Yes

### **Languages that may be used for submission**

- Welsh
- English

## **Award decision date (estimated)**

12 March 2026

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## **Award criteria**

<b>Name</b>	<b>Description</b>	<b>Type</b>	<b>Weighting</b>
Technical Quality	Assessment of the bidder's technical capability, methodology, workforce competence, risk management, resource allocation, and delivery of services as detailed in the tender documents.	Quality	60.00%
Price	Evaluation of total benchmarked contract cost.	Cost	40.00%

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## **Other information**

### **Payment terms**

NHS Ts&Cs apply along with the All Wales No PO No Pay Policy.

### **Conflicts assessment prepared/revised**

Yes

## **Procedure**

### **Procedure type**

Open procedure

### **Justification for not publishing a preliminary market engagement notice**

A preliminary market engagement exercise was not undertaken as the requirement is well-defined, routine in nature, and the Trust has a clear understanding of the market based on recent similar procurements. No issues were identified that required early supplier input, and the procurement route, specification, and budget were already confirmed by the Trust. Undertaking PME would not have provided additional value or altered the scope or approach. A fully open and competitive tender process will ensure transparency, equal treatment, and adequate opportunity for all suppliers to participate.

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## **Contracting authority**

### **NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust)**

- Public Procurement Organisation Number: PXWV-6492-CGMN

4-5 Charnwood Court,

Cardiff

CF15 7QZ

United Kingdom

Contact name: Alexandra Woodward

Email: [Alexandra.Woodward@wales.nhs.uk](mailto:Alexandra.Woodward@wales.nhs.uk)

Website: <http://nwssp.nhs.wales/ourservices/procurement-services/>

Region: UKL15 - Central Valleys

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales