

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/006608-2024>

Planning

## **Communications/Marketing Systems for Social Media, Email Marketing and Public Relations RFI**

NHS Business Services Authority

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-006608

Procurement identifier (OCID): ocds-h6vhtk-044480

Published 1 March 2024, 8:17am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

NHS Business Services Authority

Stella House, Goldcrest Way, Newburn Riverside

Newcastle upon Tyne

NE15 8NY

#### **Contact**

Matthew Renwick

#### **Email**

[matthew.renwick@nhsbsa.nhs.uk](mailto:matthew.renwick@nhsbsa.nhs.uk)

#### **Country**

United Kingdom

**Region code**

UKC22 - Tyneside

**Internet address(es)**

Main address

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

Buyer's address

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

**I.3) Communication**

Additional information can be obtained from 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**

Communications/Marketing Systems for Social Media, Email Marketing and Public Relations RFI

Reference number

W127690

## **II.1.2) Main CPV code**

- 72260000 - Software-related services

## **II.1.3) Type of contract**

Services

## **II.1.4) Short description**

Request for Information (RFI) to identify potential communications and marketing systems for social media, email marketing and public relations.

## **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 72260000 - Software-related services
- 79416100 - Public relations management services
- 72260000 - Software-related services
- 72000000 - IT services: consulting, software development, Internet and support
- 48520000 - Multimedia software package
- 72000000 - IT services: consulting, software development, Internet and support
- 48517000 - IT software package

### **II.2.3) Place of performance**

NUTS codes

- UKC - North East (England)

### **II.2.4) Description of the procurement**

The NHSBSA's Communications and Marketing Team is divided into four sub-teams:

- Media and Campaigns
- Internal Communications and Engagement
- Marketing and Events
- Strategic Engagement

Their purpose is to deliver best in class public service communications that support the delivery of the NHSBSA's strategic goals, enable the effective and efficient operation of our services and improve the health of the nation.

The Communications and Marketing Team currently has three contracts in place to ensure these services are met.:

1. Social media management software
2. Marketing automation and email marketing platform
3. Media monitoring service.

All three services are required to be renewed during 2024, with an earliest start date of 28th June 2024 to ensure service continuity. Ahead of these contract expiries, the NHSBSA is looking for information regarding potential services that could meet our requirements. We are looking to establish if our needs can be met via a different approach, e.g. one single system as opposed to multi-system approach.

We have already explored how Microsoft Dynamics365 Marketing could be used to meet these specific needs. However, this has been deemed not to be a suitable solution at this stage, due to the limited scale of this requirement.

**About NHSBSA:** The NHSBSA is a national organisation providing a broad range of business services that support the wider NHS. Further information on our extensive service portfolio can be found at: <https://www.nhsbsa.nhs.uk/about-us>.

#### **II.2.14) Additional information**

##### **How to Participate**

- Submissions must be via Atamis (<https://atamis-1928.my.site.com/s>Welcome>). Any questions can be submitted via the 'Message Centre'.
- Provide a response to each of the questions detailed in Appendix 1 (Questions).
- This should be in the format of concise written responses and any other information that you feel may be useful to us.
- We do not intend for this RFI exercise to be too onerous to respond to. Hence, the amount of information you wish to provide is left to your discretion.
- We may seek further clarification on your RFI response which will be communicated via the Atamis 'Message Centre'.
- The output from this RFI will be used to inform our future sourcing strategy.
- The deadline for responses is Friday 15th March 2024 at 12:00 midday.

#### **II.3) Estimated date of publication of contract notice**

1 March 2024

---

## **Section IV. Procedure**

### **IV.1) Description**

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

The procurement is covered by the Government Procurement Agreement: Yes