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Contract

Direct Marketing Support to the Christie Charity

The Christie NHS Foundation Trust

F03: Contract award notice

Notice identifier: 2023/S 000-010630

Procurement identifier (OCID): ocds-h6vhtk-0345cd

Published 13 April 2023, 12:26pm

Section I: Contracting authority

I.1) Name and addresses

The Christie NHS Foundation Trust

The Christie NHS Foundation Trust, Wilmslow Road

Manchester

M20 4BX

Contact

Ms Diane Sinclair

Email

Diane.Sinclair@nhs.net

Telephone

+44 7748624560

Country

United Kingdom

Region code

UKD3 - Greater Manchester

Internet address(es)

Main address

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

Buyer's address

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

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

Direct Marketing Support to the Christie Charity

Reference number

DN616823

II.1.2) Main CPV code

- 79342100 - Direct marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The Christie NHS Foundation trust is looking to appoint a provider to provide a programme

of direct marketing to charity supporters of The Christie NHS Foundation Trust.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £1,398,000 / Highest offer: £1,470,000 taken into consideration

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKD3 - Greater Manchester

II.2.4) Description of the procurement

The basic direct marketing programme will consist of the development of the warm

appeals

programme but additional direct marketing services may be required throughout the duration of the contract as part of our ongoing fundraising strategy.

Current activity includes warm mail appeals, door drop and cold recruitment, annual upgrades and conversions. The regular giving programme has increased over the past eight

years and is currently responsible for approximately 50% of direct marketing income.

II.2.5) Award criteria

Quality criterion - Name: Programme of direct marketing appeals and expected results / Weighting: 10%

Quality criterion - Name: Evidence of expertise in producing different campaign types / Weighting: 15%

Quality criterion - Name: Creative and strategic approach / Weighting: 15%

Quality criterion - Name: Social Value / Weighting: 10%

Quality criterion - Name: Presentation / Weighting: 20%

Cost criterion - Name: Cost / Weighting: 30%

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 IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted 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.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-016168](#)

Section V. Award of contract

Contract No

CHRT505-2022-23

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

28 March 2023

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received by electronic means: 2

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Signal Agency Limited

2nd Floor Jessop House, Jessop Avenue

Cheltenham

GL50 3SH

Country

United Kingdom

NUTS code

- UKD3 - Greater Manchester

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £1,398,000 / Highest offer: £1,470,000 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The High Court of England and Wales

The High Court, Strand

London

WC2A 2LL

Country

United Kingdom