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Contract

Public Awareness Campaigns for Bowel, Lung, Oesophageal Cancers

Guy's and St Thomas' NHS Foundation Trust

F03: Contract award notice

Notice identifier: 2025/S 000-011325

Procurement identifier (OCID): ocds-h6vhtk-04b2e8

Published 26 March 2025, 1:38pm

Section I: Contracting authority

I.1) Name and addresses

Guy's and St Thomas' NHS Foundation Trust

Great Maze Pond

London

SE1 9RT

Contact

Veer Suravaram

Email

v.suravaram@nhs.net

Country

United Kingdom

Region code

UKI44 - Lewisham and Southwark

Internet address(es)

Main address

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

Buyer's address

<https://www.guysandstthomas.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

Public Awareness Campaigns for Bowel, Lung, Oesophageal Cancers

Reference number

ST24-P135

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Public Awareness Campaign for Cancer and Targeted Lung Health Check Programme. This requirement is split into 2 lots i.e., Lot 1 (Cancer Campaigns) and Lot 2 (Lung Screening Campaign)

The Authority has a requirement for Media Planning Strategy development to support 3 Public Awareness Campaigns

- Lot 1 (Cancer Campaigns) includes 2 separate Campaigns for Bowel Cancer and Oesophageal Cancer.
- Lot 2 (Lung Screening Campaign) includes a media planning strategy to support the roll out of the Lung Screening Programme.

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £170,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKI - London

II.2.4) Description of the procurement

Public Awareness Campaign for Cancer and Targeted Lung Health Check Programme. This requirement is split into 2 lots i.e., Lot 1 (Cancer Campaigns) and Lot 2 (Lung Screening Campaign)

The Authority has a requirement for Media Planning Strategy development to support 3 Public Awareness Campaigns

- Lot 1 (Cancer Campaigns) includes 2 separate Campaigns for Bowel Cancer and Oesophageal Cancer.
- Lot 2 (Lung Screening Campaign) includes a media planning strategy to support the roll out of the Lung Screening Programme.

II.2.5) Award criteria

Quality criterion - Name: Technical Evaluation / Weighting: 70

Quality criterion - Name: Social Value & Enviro Evaluation / Weighting: 10

Cost criterion - Name: Commercial Evaluation / Weighting: 20

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

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.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-035316](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 March 2025

V.2.2) Information about tenders

Number of tenders received: 11

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

V.2.3) Name and address of the contractor

JACK RYAN

Jack Ryan Media 272 Bath Street

Glasgow

G2 4JR

Telephone

+44 7859392365

Country

United Kingdom

NUTS code

- UKI - London

National registration number

SC696976

Internet address

www.wearejackryan.com

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £170,000

Lowest offer: £107,516 / Highest offer: £205,000 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Royal Courts of Justice

Strand

London

WC2A 2LL,

Country

United Kingdom

Internet address

<https://www.theroyalcourtsofjustice.com>

VI.4.2) Body responsible for mediation procedures

Royal Courts of Justice

Strand

London

WC2A 2LL,

Country

United Kingdom

Internet address

<https://www.theroyalcourtsofjustice.com>