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Planning

## **DHSC Email Marketing System Re-Procurement Market Engagement**

Department of Health and Social Care

F01: Prior information notice

Prior information only

Notice identifier: 2023/S 000-012827

Procurement identifier (OCID): ocids-h6vhtk-03c665

Published 4 May 2023, 3:28pm

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

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

Department of Health and Social Care

39 Victoria Street

London

SW1H 0EU

#### **Contact**

Alexander Ludlam

#### **Email**

[alexander.ludlam@dhsc.gov.uk](mailto:alexander.ludlam@dhsc.gov.uk)

#### **Country**

United Kingdom

**Region code**

UKI32 - Westminster

**Internet address(es)**

Main address

<https://www.gov.uk/government/organisations/department-of-health-and-social-care>

Buyer's address

<https://www.gov.uk/government/organisations/department-of-health-and-social-care>

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**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

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

DHSC Email Marketing System Re-Procurement Market Engagement

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

- 48481000 - Sales or marketing software package

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

Supplies

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

The Department of Health and Social Care (DHSC) requires an email marketing platform that will be used across the organisation to deliver customised, accessible, and interactive email marketing. This platform should enable internal and external stakeholders to engage with e-marketing communications delivered by the tool.

#### **II.1.5) Estimated total value**

Value excluding VAT: £120,000

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

This contract is divided into lots: No

### **II.2) Description**

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

- 48811000 - E-mail system
- 79340000 - Advertising and marketing services

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

NUTS codes

- UKI32 - Westminster

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

The route to market has yet to be determined and is dependant from the findings of this market engagement.

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

We are looking for a system that offers:

- straight forward user interface to allow colleagues across the department to create bespoke, accessible e-communications
- segmented campaign lists to ensure we are always GDPR compliant
- user designated logins that have multi-factor authentication
- UK-based hosting in the cloud (however EU-hosting would be considered) that is fully DPA compliant
- the ability to authenticate and verify our domain(s)
- the ability to gain real-time metrics and reporting upon request
- great customer support that can answer our questions and provide technical support responsively

DHSC currently has circa 10 monthly campaigns which have a combined total of 200,000 to 250,000 sent emails. Audiences include internal stakeholders as well as external stakeholders where DHSC needs to communicate policy or governance changes, alongside general communication to staff across the department. The email marketing tool needs to flex according to the department's objectives and monthly workload.

Running this information gaining exercise will allow us to better understand the email marketing platforms currently available on the market.

DHSC would like to better understand the range of tools and functionality on offer from email marketing systems and how they can be used to deliver optimised and accessible e-communications.

An RFI document can be found at the link below:

[https://atamis-1928.cloudforce.com/sfc/p/0O000000rwim/a/8d000001RW3A/7AzHm71FXxzlqc\\_UDZyZ1lwcOR76KF0SyFQyAjQnAMc](https://atamis-1928.cloudforce.com/sfc/p/0O000000rwim/a/8d000001RW3A/7AzHm71FXxzlqc_UDZyZ1lwcOR76KF0SyFQyAjQnAMc)

Please provide responses by Friday 02 June 2023.

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

4 May 2023

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## **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