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Award

## **Private Patient Strategy Review**

Guy's and St Thomas' NHS Foundation Trust

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-014075

Procurement identifier (OCID): ocds-h6vhtk-065579

Published 16 February 2026, 9:40pm

### **Scope**

### **Reference**

C424220

### **Description**

Strategic market growth consultancy to review Guy's and St Thomas' NHS Foundation Trust's private patient strategy to transform its private patient operating model.

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## **Contract 1. Private Patient Strategy Review**

## **Supplier**

- ZPB Limited

## **Contract value**

- £232,358 excluding VAT
- £278,829.60 including VAT

Above the relevant threshold

## **Earliest date the contract will be signed**

26 February 2026

## **Contract dates (estimated)**

- 26 February 2026 to 8 June 2026
- 3 months, 11 days

## **Main procurement category**

Services

## **CPV classifications**

- 73210000 - Research consultancy services

## **Contract locations**

- UK - United Kingdom

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Other information**

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

Yes

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## **Procedure**

### **Procedure type**

Direct award

### **Direct award justification**

Additional or repeat goods, services or works - extension or partial replacement

The rationale for the direct award is justified under Section 41 by reference to paragraph 7 of Schedule 5 of the Procurement Act 2023, as the requirement comprises a tightly integrated programme of specialist services where competition is materially constrained for technical and timing reasons. The supplier market capable of delivering this specific

combination of expertise is limited, and a full competitive process would result in material delay to interdependent capital and estates decisions.

The services are strictly necessary to support imminent decisions and cannot reasonably await a competitive tendering process. The urgency arises from live strategic interdependencies and market conditions, and the Trust has proportionately scoped and prioritised those elements required urgently to inform immediate internal decision-making, rather than commissioning the full strategy brief.

Guy's and St Thomas' NHS Foundation Trust is relying on Section 41 and paragraph 7 of Schedule 5 of the Procurement Act 2023 to justify the use of direct award in special cases.

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## Supplier

### **ZPB Limited**

- Companies House: 06981238

2nd Floor, Nucleus House 2 Lower Mortlake Road

Richmond

TW9 2JA

United Kingdom

Email: [contact@zpb-associates.com](mailto:contact@zpb-associates.com)

Website: <https://www.zpb-associates.com/>

Region: UKI75 - Hounslow and Richmond upon Thames

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Private Patient Strategy Review

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## Contracting authority

### **Guy's and St Thomas' NHS Foundation Trust**

- Public Procurement Organisation Number: PDZC-6438-DGPX

Great Maze Pond

London

SE1 9RT

United Kingdom

Contact name: Sandra Baiden

Email: [sandra.baiden1@nhs.net](mailto:sandra.baiden1@nhs.net)

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

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - central government