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Tender

Copy of Ad Hoc Recruitment Campaigns

NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust)

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-019696

Procurement identifier (OCID): ocds-h6vhtk-050eb0

Published 8 May 2025, 12:49pm

Scope

Reference

HDD-ITT-59015

Description

Hywel Dda University Health Board ("HDUHB") requires the provision of marketing material for ad hoc recruitment campaigns.

The following services will be required on an ad hoc basis from the successful bidder:

Marketing materials for recruitment campaigns covering

- Carmarthenshire

- Ceredigion

- Pembrokeshire
- Other areas of the UK outside of Wales

The service must include but not be limited to:

- Poster advertisements on buses and trains in Carmarthenshire, Ceredigion & Pembrokeshire. Posters will range in size for different campaigns, sizing will be agreed at point of enquiry for each specific campaign.
- Poster advertisements in service stations such as along the M5 corridor during school holiday periods.
- Digital advertisements on screens in major train stations, such as the London Underground and Manchester Piccadilly.
- Spotify audio and visual recruitment advertisements in Carmarthenshire, Ceredigion, Pembrokeshire, and other areas as required. The adverts will run over 2-4 weeks.
- Poster advertisements in retail areas of the UK for example shopping centres or local convenience stores.

All poster content will be created by Hywel Dda University Health Board and will be provided to the successful bidder with the enquiry for each individual campaign. The Health Board would, during an initial meeting with the successful bidder, discuss plans for the years ahead, and timeline mutually agreed.

The successful bidder will provide:

Effective delivery plan, provided as a timeline for each campaign delivery

- A response time of 5 working days to initial requests.
- Photographic proof of all completed and delivered campaign.
- Statistics of campaign reach, to be provided up to 4 weeks after the campaign has ended detailing the success of each campaign.

This is a zero-commitment contract, with details of each campaign agreed between the service and provider as funding allows.

Total value (estimated)

- £50,000 excluding VAT
- £60,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 1 July 2025 to 30 June 2026
- Possible extension to 30 June 2027
- 2 years

Description of possible extension:

12 month extension built into the contract, to be reviewed annually

Main procurement category

Services

CPV classifications

- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79341000 - Advertising services

Contract locations

- UK - United Kingdom

Participation

Conditions of participation

As per tender documents, all requirements listed within Pass/Fail Criteria

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

30 May 2025, 12:00pm

Tender submission deadline

6 June 2025, 12:00pm

Submission address and any special instructions

<https://etenderwales.bravosolution.co.uk/>

Tenders may be submitted electronically

Yes

Award criteria

Name	Type	Weighting
Qualitative Criteria	Quality	45.00%
Commercial Criteria	Cost	35.00%
Social Value Criteria	Quality	20.00%

Procedure

Procedure type

Below threshold - open competition

Contracting authority

NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust)

- Public Procurement Organisation Number: PXWV-6492-CGMN

Ty Gorwel, St Davids Park

Carmarthen

SA31 3BB

United Kingdom

Contact name: Sara Pell

Telephone: +44 2921501578

Email: sara.pell@wales.nhs.uk

Website: <http://nwssp.nhs.wales/ourservices/procurement-services/>

Region: UKL14 - South West Wales

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)

Devolved regulations that apply: Wales