

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/027345-2025>

Contract

## **Support for Delivering Safety Communications for MHRA**

MHRA

F03: Contract award notice

Notice identifier: 2025/S 000-027345

Procurement identifier (OCID): ocds-h6vhtk-04ced9

Published 24 May 2025, 8:41pm

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

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

MHRA

10 South Colonnade, Canary Wharf

London

E14 4PU

#### **Contact**

Purchasing

#### **Email**

[purchasing@mhra.gov.uk](mailto:purchasing@mhra.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKI31 - Camden and City of London

**Internet address(es)**

Main address

<https://www.gov.uk/government/organisations/medicines-and-healthcare-products-regulatory-agency>

Buyer's address

<https://www.gov.uk/government/organisations/medicines-and-healthcare-products-regulatory-agency>

**I.4) Type of the contracting authority**

Ministry or any other national or federal authority

**I.5) Main activity**

Health

---

**Section II: Object**

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

**II.1.1) Title**

Support for Delivering Safety Communications for MHRA

Reference number

C347161

**II.1.2) Main CPV code**

- 79342000 - Marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The objective of this Procurement Call for Competition is to award one Contract to support delivery of the MHRA's communications to healthcare professionals (HCPs) and facilitate improved safety communications including optimising engagement rates and reach.

The MHRA seeks the appointment of a Supplier who has experience of and expertise in:

- issuing broad email campaigns to a large audience including but not limited to NHS email addresses.

Please note, the Supplier would need to own or have access to the email addresses/contacts for a range of HCPs

- maintaining contact details to ensure up-to-date, and seeking to expand the contacts database.

- formatting and dispatching communications/emails (including ability to deal with NHS firewall/security challenges).

Procurement under PCR 2015.

#### **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: £375,000

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

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

- 72320000 - Database services

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK

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

Safety communication is a critical part of the Medicines and Healthcare Products Regulatory Agency (MHRA)'s work, with the potential for a major and immediate impact on public health and safety, and consequently our corporate reputation. It is essential therefore that we issue effective communications and trusted advice via appropriate

channels to relevant audiences, in a timely manner, to support patient safety and public health.

The objective of this Procurement Call for Competition is to award one Contract to support delivery of the MHRA's communications to healthcare professionals (HCPs) and facilitate improved safety communications including optimising engagement rates and reach.

The MHRA seeks the appointment of a Supplier who has experience of and expertise in:

- issuing broad email campaigns to a large audience including but not limited to NHS email addresses.

Please note, the Supplier would need to own or have access to the email addresses/contacts for a range of HCPs

- maintaining contact details to ensure up-to-date, and seeking to expand the contacts database.

- formatting and dispatching communications/emails (including ability to deal with NHS firewall/security challenges).

Procurement under PCR 2015.

#### **II.2.5) Award criteria**

Quality criterion - Name: Suitability of Supplier and Subcontractors and Demonstration of Understanding / Weighting: 12

Quality criterion - Name: Relevance of Capability and Methodology / Weighting: 32

Quality criterion - Name: Quality of Supplier Staff and Robustness of Contract Management, Performance Arrangements / Weighting: 11

Quality criterion - Name: Assurances on Information Security and Data Protection / Weighting: 10

Quality criterion - Name: Social Value / Weighting: 10

Cost criterion - Name: Price / Weighting: 25

#### **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: [2025/S 000-000757](#)

---

## **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**

30 April 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 1

Number of tenders received by electronic means: 1

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

#### **V.2.3) Name and address of the contractor**

HSJ Information LTD.

5th Floor, Aldgate Tower, 2 Leman Street

London

E1 8FA

Email

[gareth.thomas@wilmingtonhealthcare.com](mailto:gareth.thomas@wilmingtonhealthcare.com)

Telephone

+44 1268495600

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

02530185

Internet address

<http://www.wilmingtonhealthcare.co.uk>

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: £375,000

Total value of the contract/lot: £375,000

---

## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

MHRA

10 South Colonnade

London

E14 4PU

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/medicines-and-healthcare-products-regulatory-agency>

#### **VI.4.2) Body responsible for mediation procedures**

MHRA

10 South Colonnade

London

E14 4PU

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/medicines-and-healthcare-products-regulatory-agency>

#### **VI.4.4) Service from which information about the review procedure may be obtained**

MHRA

10 South Colonnade

London

E14 4PU

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/medicines-and-healthcare-products-regulatory-agency>