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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

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 Leaman Street

London

E1 8FA

Email

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>