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Contract

## **Powered By Data Campaign - Call-off from a DPS**

NHS England

F03: Contract award notice

Notice identifier: 2023/S 000-028459

Procurement identifier (OCID): ocds-h6vhtk-02d0ff

Published 27 September 2023, 9:53am

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

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

NHS England

Quarry House, Quarry Hill

Leeds

LS2 7UE

#### **Contact**

NHSE Contract Management

#### **Email**

[nhsdcontractmanagement@nhs.net](mailto:nhsdcontractmanagement@nhs.net)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.england.nhs.uk/>

Buyer's address

<https://www.england.nhs.uk/>

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

Body governed by public law

**I.5) Main activity**

Health

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**Section II: Object**

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

**II.1.1) Title**

Powered By Data Campaign - Call-off from a DPS

**II.1.2) Main CPV code**

- 79341400 - Advertising campaign services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Communications campaign to deliver against the following objectives:

1. Increase public awareness of how NHS data is used and the benefits.
2. Increase public support for the use of NHS health data by the NHS (and others).

**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: £360,000

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

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

NUTS codes

- UKI - London

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

Call-off from CCS RM6124 Communications Marketplace DPS

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

Quality criterion - Name: Technical / Weighting: 70

Quality criterion - Name: Social Value / Weighting: 10

Cost criterion - Name: Price / Weighting: 20

#### **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

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## Section IV. Procedure

### IV.1) Description

#### IV.1.1) Type of procedure

Restricted 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: [2021/S 000-018833](#)

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## 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

29 March 2023

#### V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received by electronic means: 4

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

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

Engine Partners UK LLP

60 Great Portland Street, London

London

W1W 7RT

Telephone

+44 2031288100

Country

United Kingdom

NUTS code

- UKI - London

National registration number

OC365812

Internet address

<https://www.enginegroup.com/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: £360,000

Lowest offer: £360,000 / Highest offer: £360,000 taken into consideration

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## Section VI. Complementary information

### VI.3) Additional information

Call Off from DPS <https://www.find-tender.service.gov.uk/Notice/018833-2021>

### VI.4) Procedures for review

#### VI.4.1) Review body

NHS England

1st Floor, Quarry House, Quarry Hill

Leeds

LS2 7UE

Country

United Kingdom

Internet address

<https://www.england.nhs.uk/>

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

NHS England

1st Floor, Quarry House, Quarry Hill

Leeds

LS2 7UE

Country

United Kingdom

Internet address

<https://www.england.nhs.uk/>

