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Planning

National media campaign to attract Chairs & NED's

NHS England

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-030092

Procurement identifier (OCID): ocds-h6vhtk-054333

Published 5 June 2025, 9:36am

Scope

Description

NHS England would like to engage with potential suppliers via a Request for Information (RFI) document to understand the capacity and capability of the market. Currently we have a large number of Chairs and NEDs coming to the end of their terms of office, alongside others stepping down. We have also experienced difficulty in recruiting to these roles and we need to refresh our talent pipeline to help with future recruitment in this area. There is a general sentiment that Chair and NED roles have changed over recent years, the introduction of ICBs, increased complexity of the system and an increase in the numbers of shared leadership and group arrangements are often cited as factors. The role of the non-executive director within the NHS is incredibly important. That is why we are prioritising a national media attraction campaign to develop our talent pipeline by inviting suitable candidates to express interest in becoming a first-time NHS non-executive director. We therefore wish to engage an external media or recruitment agency to plan, create and deliver a campaign to attract 300 first time NHS non-executive directors, typically experienced individuals from a wide range of professional backgrounds who often have experience in leading or managing large or complex organisations. To review and respond to the RFI document please go to the following link <https://health-family.force.com/s/Welcome> Reference C366727

Total value (estimated)

- £100,000 excluding VAT
- £120,000 including VAT

Contract dates (estimated)

- 28 July 2025 to 31 March 2026
- Possible extension to 30 June 2026
- 11 months, 4 days

Main procurement category

Services

CPV classifications

- 79410000 - Business and management consultancy services

Engagement

Engagement deadline

19 June 2025

Engagement process description

We are looking for suppliers to complete the Request for Information document

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

1 July 2025

Contracting authority

NHS England

- Public Procurement Organisation Number: PDPT-3135-BWWY

Wellington House, 133-135 Waterloo Rd

London

SE1 8UG

United Kingdom

Email: janice.brodie@nhs.net

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

Region: UKI45 - Lambeth

Organisation type: Public authority - central government