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Award

NICE contract for proactive messaging campaign and review and strengthening of communications approach

National Institute for Health and Care Excellence

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-030393

Procurement identifier (OCID): ocds-h6vhtk-04eb90 ([view related notices](#))

Published 5 June 2025, 5:00pm

Scope

Reference

C344239

Description

NICE is seeking a suitable supplier to provide a proactive messaging campaign and to review and strengthen our communications approach to enable ongoing proactive messaging.

Contract 1. Comms review audit

Supplier

- [Charlesbye Limited](#)

Contract value

- £70,000 excluding VAT
- £84,000 including VAT

Below the relevant threshold

Award decision date

5 May 2025

Earliest date the contract will be signed

5 June 2025

Contract dates (estimated)

- 6 June 2025 to 13 August 2025
- 2 months, 8 days

Main procurement category

Services

CPV classifications

- 79310000 - Market research services

Information about tenders

- 11 tenders received
- 11 tenders assessed in the final stage:
 - 1 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 10 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Below threshold - open competition

Supplier

Charlesbye Limited

- Public Procurement Organisation Number: PWPH-9596-VPHL

Nightingale House, 46-48 East Street, Epsom

Surrey

KT17 1HQ

United Kingdom

Email: hello@charlesbyestrategy.com

Website: <https://www.charlesbyestrategy.com/>

Region: UKJ26 - East Surrey

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Comms review audit

Contracting authority

National Institute for Health and Care Excellence

- Public Procurement Organisation Number: PHZT-4273-LJQD

3rd Floor, 3 Piccadilly Place

Manchester

M1 3BN

United Kingdom

Contact name: Barney Wilkinson

Email: barney.wilkinson@nice.org.uk

Website: <https://www.nice.org.uk>

Region: UKD33 - Manchester

Organisation type: Public authority - central government