

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/035157-2023>

Contract

## **Powered By Data Campaign**

NHS England

F20: Modification notice

Notice identifier: 2023/S 000-035157

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

Published 29 November 2023, 10:44am

### **Section I: Contracting authority/entity**

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

NHS England

Quarry House, Quarry Hill

Leeds

LS2 7UE

#### **Contact**

Contract Management

#### **Email**

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

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

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

Buyer's address

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

---

**Section II: Object**

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

**II.1.1) Title**

Powered By Data Campaign

Reference number

2023-932001

**II.1.2) Main CPV code**

- 79341400 - Advertising campaign services

**II.1.3) Type of contract**

Services

**II.2) Description**

**II.2.3) Place of performance**

NUTS codes

- UKI - London

**II.2.4) Description of the procurement at the time of conclusion of the contract:**

Call-off from CCS RM6124 Communications Marketplace DPS

**II.2.7) Duration of the contract, framework agreement, dynamic purchasing system or concession**

Start date

27 March 2023

End date

31 March 2024

### **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.2) Administrative information**

#### **IV.2.1) Contract award notice concerning this contract**

Notice number: [2023/S 000-028459](#)

---

## **Section V. Award of contract/concession**

### **Contract No**

C154041

### **Title**

Powered by Data Campaign

### **V.2) Award of contract/concession**

#### **V.2.1) Date of conclusion of the contract/concession award decision:**

29 March 2023

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

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

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

Engine Partners UK LLP

60 Great Portland Street

London

W1W 7RT

Country

United Kingdom

NUTS code

- UKI - London

National registration number

OC365812

Internet address

<https://www.enginegroup.com/uk/>

The contractor/concessionaire is an SME

No

**V.2.4) Information on value of the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)**

Total value of the procurement: £360,000

---

## **Section VI. Complementary information**

### **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/>

---

## **Section VII: Modifications to the contract/concession**

### **VII.1) Description of the procurement after the modifications**

#### **VII.1.1) Main CPV code**

- 79341400 - Advertising campaign services

#### **VII.1.3) Place of performance**

NUTS code

- UKI - London

#### **VII.1.4) Description of the procurement:**

Reg 72(1)(b) variation to increase contract value to £539,005 from £360,000. The services provided under the contract remain the same being, in part, the publishing on social media platforms of some of the media content procured under the original contract. The variation allows for the publication of more of this content.

#### **VII.1.5) Duration of the contract, framework agreement, dynamic purchasing system or concession**

Duration in months

12

#### **VII.1.6) Information on value of the contract/lot/concession (excluding VAT)**

Total value of the contract/lot/concession:

£360,000

#### **VII.1.7) Name and address of the contractor/concessionaire**

Engine Partners UK LLP

60 Great Portland Street

London

W1W 7RT

Country

United Kingdom

NUTS code

- UKI - London

National registration number

OC365812

Internet address

<https://www.enginegroup.com/uk/>

The contractor/concessionaire is an SME

No

## **VII.2) Information about modifications**

### **VII.2.1) Description of the modifications**

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

Increase in contract value and term.

### **VII.2.2) Reasons for modification**

Need for additional works, services or supplies by the original contractor/concessionaire.

Description of the economic or technical reasons and the inconvenience or duplication of cost preventing a change of contractor:

Publication of additional media content.

### **VII.2.3) Increase in price**

Updated total contract value before the modifications (taking into account possible earlier contract modifications, price adaptations and average inflation)

Value excluding VAT: £360,000

Total contract value after the modifications

Value excluding VAT: £539,005