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Tender

## **Public Awareness Campaigns for Bowel, Lung, Oesophageal Cancers**

Guy's and St Thomas' NHS Foundation Trust

F02: Contract notice

Notice identifier: 2024/S 000-035316

Procurement identifier (OCID): ocds-h6vhtk-04b2e8

Published 31 October 2024, 11:52am

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

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

Guy's and St Thomas' NHS Foundation Trust

Great Maze Pond

London

SE1 9RT

#### **Contact**

Busayo Omoyajowo

#### **Email**

[busayo.omoyajowo@gstt.nhs.uk](mailto:busayo.omoyajowo@gstt.nhs.uk)

#### **Country**

United Kingdom

#### **Region code**

UKI44 - Lewisham and Southwark

**Internet address(es)**

Main address

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

Buyer's address

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

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://health-family.force.com/s/Welcome>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://health-family.force.com/s/Welcome>

Tenders or requests to participate must be submitted to the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://health-family.force.com/s/Welcome>

**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**

Public Awareness Campaigns for Bowel, Lung, Oesophageal Cancers

Reference number

ST24-P135

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Public Awareness Campaign for Cancer and Targeted Lung Health Check Programme. This requirement is split into 2 lots i.e., Lot 1 (Cancer Campaigns) and Lot 2 (Lung Screening Campaign)

The Authority has a requirement for Media Planning Strategy development to support 3 Public Awareness Campaigns

- Lot 1 (Cancer Campaigns) includes 2 separate Campaigns for Bowel Cancer and Oesophageal Cancer.
- Lot 2 (Lung Screening Campaign) includes a media planning strategy to support the roll out of the Lung Screening Programme.

#### **II.1.5) Estimated total value**

Value excluding VAT: £600,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

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

#### **II.2.2) Additional CPV code(s)**

- 79341400 - Advertising campaign services

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

NUTS codes

- UKI - London

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

Public Awareness Campaign for Cancer and Targeted Lung Health Check Programme. This requirement is split into 2 lots i.e., Lot 1 (Cancer Campaigns) and Lot 2 (Lung Screening Campaign)

The Authority has a requirement for Media Planning Strategy development to support 3 Public Awareness Campaigns

- Lot 1 (Cancer Campaigns) includes 2 separate Campaigns for Bowel Cancer and Oesophageal Cancer.
- Lot 2 (Lung Screening Campaign) includes a media planning strategy to support the roll out of the Lung Screening Programme.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £600,000

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

Start date

13 January 2025

End date

12 January 2026

This contract is subject to renewal

Yes

Description of renewals

2+

### **II.2.10) Information about variants**

Variants will be accepted: No

**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**

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

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

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

2 December 2024

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 4 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

2 December 2024

Local time

5:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

## **VI.4) Procedures for review**

### **VI.4.1) Review body**

Royal Courts of Justice

Strand

London

WC2A 2LL,

Country

United Kingdom

Internet address

<https://www.theroyalcourtsofjustice.com>

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

Royal Courts of Justice

Strand

London

WC2A 2LL,

Country

United Kingdom

Internet address

<https://www.theroyalcourtsofjustice.com>