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Tender

PR9803 - MEH - The Provision of Media Buying and Management Services

MOORFIELDS EYE HOSPITAL NHS FOUNDATION TRUST

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-042762

Procurement identifier (OCID): ocds-h6vhtk-055c77 ([view related notices](#))

Published 24 July 2025, 1:15pm

Scope

Reference

PR9803 and CA16244

Description

Moorfields Private offers patients the opportunity to be seen privately for a wide range of eye conditions. Our profits are reinvested into our NHS services and research programmes for

the benefit of all our patients.

We work with an external marketing agency to support the above by aiding brand recognition and engagement, generating enquiries and referrals using marketing activities including campaigns in paid digital media and offline channels and by optimising our website content for organic searches from prospective patients and referrers.

Total value (estimated)

- £1,512,000 excluding VAT
- £1,814,400 including VAT

Above the relevant threshold

Contract dates (estimated)

- 3 November 2025 to 31 October 2028
- Possible extension to 31 October 2030
- 4 years, 11 months, 28 days

Description of possible extension:

2 optional 12 month extensions

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKI - London
-

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

14 August 2025, 5:00pm

Tender submission deadline

21 August 2025, 12:00pm

Submission address and any special instructions

Tendering portal 'MultiQuote Evolve' used by
the Contracting Authority for this procurement:

<https://suppliers.multiquote.com/Page/Login.aspx>

For further assistance, or specific queries, you can contact

MultiQuote's support via:

Phone: 020 3920 8054

Email: support@elcom.com

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

3 October 2025

Award criteria

Name	Type	Weighting
Qualitative	Quality	60%
Commercial	Cost	30%
Social Value	Quality	10%

Other information**Conflicts assessment prepared/revised**

Yes

Procedure

Procedure type

Open procedure

Contracting authority

MOORFIELDS EYE HOSPITAL NHS FOUNDATION TRUST

- Public Procurement Organisation Number: PTPP-1281-DTGJ

162 City Road

London

EC1V 2PD

United Kingdom

Email: helpdesk@nhspps.uk

Region: UKI43 - Haringey and Islington

Organisation type: Public authority - sub-central government