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Award

## **HDD-ITT-59015 - Ad Hoc Recruitment Campaigns**

NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust)

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

Notice identifier: 2025/S 000-043845

Procurement identifier (OCID): ocds-h6vhtk-050eb0 ([view related notices](#))

Published 29 July 2025, 12:59pm

### **Scope**

### **Reference**

HDD-ITT-59015

### **Description**

Hywel Dda University Health Board (“HDUHB”) requires the provision of marketing material for ad hoc recruitment campaigns. The following services will be required on an adhoc basis from the successful bidder: Marketing materials for recruitment campaigns covering - Carmarthenshire -Ceredigion - Pembrokeshire - Other areas of the UK outside of Wales. The service must include but not be limited to: -Poster advertisements on buses and trains in Carmarthenshire, Ceredigion & Pembrokeshire. Posters will range in size for different campaigns, sizing will be agreed at point of enquiry for each specific campaign. - Poster advertisements in service stations such as along the M5corridor during school holiday periods. - Digital advertisements on screens in major train stations, such as the London Underground and Manchester Piccadilly. - Spotify audio and visual recruitment advertisements in Carmarthenshire, Ceredigion, Pembrokeshire, and other areas as required. The adverts will run over 2-4 weeks. -Poster advertisements in retail areas of the UK for example shopping centres or local convenience stores. All poster content will be

created by Hywel Dda University Health Board and will be provided to the successful bidder with the enquiry for each individual campaign. The Health Board would, during an initial meeting with the successful bidder, discuss plans for the years ahead, and timeline mutually agreed. The successful bidder will provide: Effective delivery plan, provided as a timeline for each campaign delivery - A response time of 5 working days to initial requests. -Photographic proof of all completed and delivered campaign.- Statistics of campaign reach, to be provided up to 4 weeks after the campaign has ended detailing the success of each campaign. This is a zero-commitment contract, with details of each campaign agreed between the service and provider as funding allows.

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## **Contract 1. Ad Hoc Recruitment Campaigns**

### **Supplier**

- [Four Communications Limited](#)

### **Contract value**

- £50,000 excluding VAT
- £60,000 including VAT

Below the relevant threshold

### **Award decision date**

29 July 2025

### **Earliest date the contract will be signed**

11 August 2025

### **Contract dates (estimated)**

- 1 September 2025 to 31 August 2026
- Possible extension to 31 August 2027
- 2 years

Description of possible extension:

12 month extension built into the contract, to be reviewed annually

### **Main procurement category**

Services

### **CPV classifications**

- 79341000 - Advertising services

### **Contract locations**

- UKL14 - South West Wales

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### **Information about tenders**

- 5 tenders received
- 5 tenders assessed in the final stage:

- 5 submitted by small and medium-sized enterprises (SME)
- 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 4 suppliers unsuccessful (details included for contracts over £5 million)

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## Procedure

### Procedure type

Below threshold - open competition

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## Supplier

### Four Communications Limited

- Public Procurement Organisation Number: PWRQ-4311-JCJV

The Hickman Building, 2 Whitechapel Road

London

E1 1FX

United Kingdom

Email: [tenders@fourcommunications.com](mailto:tenders@fourcommunications.com)

Region: UKI42 - Tower Hamlets

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Ad Hoc Recruitment Campaigns

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## Contracting authority

### **NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust)**

- Public Procurement Organisation Number: PXWV-6492-CGMN

4-5 Charnwood Court,

Cardiff

CF14 3UZ

United Kingdom

Contact name: Sara Pell

Telephone: +441633831525

Email: [sara.pell@wales.nhs.uk](mailto:sara.pell@wales.nhs.uk)

Website: <http://nwssp.nhs.wales/ourservices/procurement-services/>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales