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Tender

## **Creative Agency Support for Tackling Diabetes Together Programme Communications**

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

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

Notice identifier: 2025/S 000-044261

Procurement identifier (OCID): ocds-h6vhtk-056907 ([view related notices](#))

Published 30 July 2025, 1:18pm

### **Scope**

### **Reference**

PHW-ITT-60033

### **Description**

Public Health Wales is seeking to procure creative agency services to support the delivery of the Tackling Diabetes Together Programme (TDTP) Communications and Engagement Strategy. The TDTP was initiated by Public Health Wales with the aim of bringing about a step-change in diabetes management and prevention across Wales. The programme collaborates across NHS Wales, the clinical diabetes network, third-sector partners, communities, and people living with diabetes to enable system-wide benefits.

### **Total value (estimated)**

- £82,000 excluding VAT
- £98,400 including VAT

Below the relevant threshold

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

- 22 September 2025 to 31 March 2026
- Possible extension to 30 September 2026
- 1 year, 9 days

Description of possible extension:

An optional 7-month extension has been built into this contract, which will be dependent on funding. Should the funding be allocated, the contract will be extended by an additional 7 months with the successful supplier.

### **Main procurement category**

Services

### **CPV classifications**

- 72200000 - Software programming and consultancy services

### **Contract locations**

- UKL - Wales
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## Participation

### Particular suitability

- Small and medium-sized enterprises (SME)
  - Voluntary, community and social enterprises (VCSE)
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## Submission

### Enquiry deadline

11 August 2025, 12:00pm

### Tender submission deadline

13 August 2025, 12:00pm

### Submission address and any special instructions

<https://etenderwales.bravosolution.co.uk>

### Tenders may be submitted electronically

Yes

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## Award criteria

<b>Name</b>	<b>Type</b>	<b>Weighting</b>
Commercial Criteria	Cost	60.00%
Technical Criteria	Quality	40.00%

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## Procedure

### Procedure type

Below threshold - open competition

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## Contracting authority

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

- NHS Organisation Data Service: RQF

4-5 Charnwood Court,

Cardiff

CF15 7QZ

United Kingdom

Contact name: Bethan Dyke

Telephone: +442921500836

Email: [bethan.dyke@wales.nhs.uk](mailto:bethan.dyke@wales.nhs.uk)

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

Region: UKL15 - Central Valleys

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)

Devolved regulations that apply: Wales

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## Other organisation

These organisations are carrying out the procurement, or part of it, on behalf of the contracting authorities.

### Public Health Wales NHS Trust

Summary of their role in this procurement: Management of Contract

- NHS Organisation Data Service: RYT

2 Capital Quarter Tyndall Street

Cardiff

CF10 4BZ

United Kingdom

Contact name: Bethan Dyke

Telephone: +442921500836

Email: [bethan.dyke@wales.nhs.uk](mailto:bethan.dyke@wales.nhs.uk)

Region: UKL22 - Cardiff and Vale of Glamorgan

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## **Contact organisation**

Contact NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust) for any enquiries.