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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
-

Participation

Particular suitability

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

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

Award criteria

Name	Type	Weighting
Commercial Criteria	Cost	60.00%
Technical Criteria	Quality	40.00%

Procedure

Procedure type

Below threshold - open competition

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

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

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

Region: UKL22 - Cardiff and Vale of Glamorgan

Contact organisation

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