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Tender

## **National Attraction Campaign for NEDs Talent Pipeline**

NHS England

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

Notice identifier: 2025/S 000-044907

Procurement identifier (OCID): ocds-h6vhtk-056a95

Published 31 July 2025, 4:29pm

### **Scope**

### **Description**

NHS England are looking for a supplier to run a recruitment campaign.

Currently we have a large number of NEDs coming to the end of their terms of office, alongside others stepping down. We have also experienced difficulty in recruiting to these roles and we need to refresh our talent pipeline to help with future recruitment in this area.

There is a general sentiment that NED roles have changed over recent years, the introduction of ICBs, increased complexity of the system and an increase in the numbers of shared leadership and group arrangements are often cited as factors.

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

- £99,000 excluding VAT
- £118,800 including VAT

Below the relevant threshold

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

- 22 September 2025 to 21 April 2026
- Possible extension to 21 May 2026
- 8 months

Description of possible extension:

Up to 1 month

### **Options**

The right to additional purchases while the contract is valid.

Contract could be extended up to 1 month should it be necessary for completion of deliverables. Any contract extension would not increase the value of the contract

### **Main procurement category**

Services

### **CPV classifications**

- 79413000 - Marketing management consultancy services

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### **Participation**

## **This procurement is reserved for**

- UK suppliers
- Small and medium-sized enterprises (SMEs) and voluntary, community and social enterprises (VCSEs)

## **Conditions of participation**

N/A

## **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Submission**

### **Enquiry deadline**

11 August 2025, 5:00pm

### **Tender submission deadline**

20 August 2025, 12:00pm

## **Submission address and any special instructions**

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

## **Tenders may be submitted electronically**

Yes

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## **Award criteria**

The contract will be awarded to the supplier who scores the highest overall for quality, social value and price

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## **Procedure**

### **Procedure type**

Below threshold - open competition

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## **Contracting authority**

### **NHS England**

- Public Procurement Organisation Number: PDPT-3135-BWWY

Wellington House, 133-135 Waterloo Rd

London

SE1 8UG

United Kingdom

Email: [nhsecommercial@nhs.net](mailto:nhsecommercial@nhs.net)

Website: <https://www.england.nhs.uk/>

Region: UKI45 - Lambeth

Organisation type: Public authority - central government