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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 ([view related notices](#))

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

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)

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

Award criteria

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

Procedure

Procedure type

Below threshold - open competition

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

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

Region: UKI45 - Lambeth

Organisation type: Public authority - central government