

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/053028-2025>

Contract

## **Modernising and Transforming Donor Recognition**

NHS Blood and Transplant

F03: Contract award notice

Notice identifier: 2025/S 000-053028

Procurement identifier (OCID): ocds-h6vhtk-0591d7

Published 2 September 2025, 10:13am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

NHS Blood and Transplant

500 North Bristol Park

Bristol

BS34 7QH

#### **Contact**

PURCHASING

#### **Email**

[purchasing@nhsbt.nhs.uk](mailto:purchasing@nhsbt.nhs.uk)

#### **Country**

United Kingdom

#### **Region code**

UKK11 - Bristol, City of

**Internet address(es)**

Main address

<https://www.nhsbt.nhs.uk/>

Buyer's address

<https://www.nhsbt.nhs.uk/>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Health

---

**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Modernising and Transforming Donor Recognition

**II.1.2) Main CPV code**

- 72224000 - Project management consultancy services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

NHS Blood and Transplant is undertaking a strategic review and transformation of its Donor Recognition Scheme (DRS). Launched in 2014, the existing scheme has played a valuable role in acknowledging the contributions of donors and encouraging ongoing participation. However, in the face of changing public expectations, donor motivations, and operational priorities, the scheme is increasingly seen as misaligned with the organisation's strategic goals.

This requirement is for Professional Consultancy Support Services to build on the findings of a recently completed six-week review, with a proposed roadmap for modernising donor recognition. This will include donor engagement, pilot activity, further design, and implementation planning which will take place across a 3-month period

#### **II.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £65,000

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKK1 - Gloucestershire, Wiltshire and Bristol/Bath area

#### **II.2.4) Description of the procurement**

Direct award under the RM6187 CCS framework for management consulting services, PCR15.

This requirement is for Professional Consultancy Support Services to build on the findings of a recently completed six-week review, with a proposed roadmap for modernising donor recognition. This will include donor engagement, pilot activity, further design, and implementation planning which will take place across a 3-month period

#### **II.2.5) Award criteria**

Price

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

---

## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

NHSBT conducted a six-week donor loyalty discovery project that concluded in May 2025 with Moorhouse Consulting. We are seeking further strategic expertise and guidance to help investigate, develop, progress and implement the 21 recommendations made during the projects discovery. Due to the urgency, continuity and wider context of the discovery work, a direct access award with the incumbent was considered the most suitable option to progress. Appointing Moorhouse Consulting via a direct award offers the best overall value to NHSBT. Importantly it provides accelerated delivery, access to their expertise, time and cost efficiencies, reduced procurement costs and mitigates many of the risks onboarding a new supplier entail. Completing a full tender or competition via quotation fails to meet the level of urgency required of this work. It will add delay to identify suitable agencies, onboard them, and brief them on all work and progress to date. Relationships will need to built and new ways of working formulated, all of which add delay tight deadlines.

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

---

## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

11 August 2025

**V.2.2) Information about tenders**

Number of tenders received: 1

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Moorhouse Consulting Limited

69 Old Broad Street

London

EC2M 1QS

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

05053551

Internet address

<http://www.moorhouseconsulting.com>

The contractor is an SME

No

**V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £65,000

Total value of the contract/lot: £65,000

---

## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

The High Court

The Strand

London

WC2A 2LL

Country

United Kingdom