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Award

National Attraction Campaign for NEDs Talent Pipeline

NHS England

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-054375

Procurement identifier (OCID): ocds-h6vhtk-056a95 ([view related notices](#))

Published 5 September 2025, 3:31pm

Scope

Reference

C379168

Description

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.

We therefore wish to engage an external media or recruitment agency to plan, create and deliver a campaign to attract 300 first time NHS non-executive directors, typically experienced individuals from a wide range of professional backgrounds who often have experience in leading or managing large or complex organisations.

Contract 1. National Attraction Campaign for NEDs Talent Pipeline

Supplier

- [Gatenbysanderson Limited](#)

Contract value

- £79,750 excluding VAT
- £95,700 including VAT

Below the relevant threshold

Award decision date

4 September 2025

Earliest date the contract will be signed

15 September 2025

Contract dates (estimated)

- 1 October 2025 to 30 April 2026
- 7 months

Main procurement category

Services

CPV classifications

- 79413000 - Marketing management consultancy services

Information about tenders

- 11 tenders received
- 11 tenders assessed in the final stage:
 - 11 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 10 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Below threshold - open competition

Supplier

Gatenbysanderson Limited

14 King Street, Leeds, West Yorkshire,

Leeds

LS1 2HL

United Kingdom

Email: tenders@gatenbysanderson.com

Region: UKE42 - Leeds

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. National Attraction Campaign for NEDs Talent Pipeline

Contracting authority

NHS England

- Public Procurement Organisation Number: PDPT-3135-BWWY

Wellington House, 133-135 Waterloo Rd

London

SE1 8UG

United Kingdom

Contact name: Janice Brodie

Email: commercial@nhs.uk

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

Region: UKI45 - Lambeth

Organisation type: Public authority - central government