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Tender

EEAST - Marketing Contacts Database (250424A)

East of England Ambulance Service NHS Trust

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

Notice identifier: 2025/S 000-057073

Procurement identifier (OCID): ocds-h6vhtk-059b93

Published 16 September 2025, 4:43pm

Changes to notice

This notice has been edited. The [previous version](#) is still available.

Added submission details

Scope

Description

The Authority is seeking an external specialist organisation to provide a Marketing Contacts Database to assist in the commercial growth of the Authority's Commercial

Services departments that consist of:

- TrainEEAST - Provides clinician led professional training and is a provider of medical equipment, such as responder bags, defibrillators, bleed kits etc. Further information can be found on the TrainEEAST website: Professional Health Training Courses | TrainEEAST
- CalleeEAST - Provides an outsourced contact centre, supporting multiple sectors from Health, Social Care and Commercial organisations, proving inbound and outbound contact centre services. Further information can be found on the CalleeEAST website: Enhance Your Customer Experience | 24/7 Contact Centre Services
- The National Performance Advisory Group (NPAG) - Supports NHS and public sector managers in the continuous improvement of their services through Best Value Groups, Conferences, Training Workshops and Networking. Further information can be found on the NPAG website: NPAG: NHS & Public Sector Support

Total value (estimated)

- £75,000 excluding VAT
- £90,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 1 November 2025 to 31 October 2028
- Possible extension to 31 October 2030
- 5 years

Description of possible extension:

option to extend for 2 further periods of twelve (12) months

Options

The right to additional purchases while the contract is valid.

option to extend for 2 further periods of twelve (12) months

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services
-

Lot 1. Lot 1 - NHS

Description

Lot 1 - NHS sector contacts

Lot value (estimated)

- £25,000 excluding VAT
- £30,000 including VAT

Same for all lots

CPV classifications, contract dates and options are shown in the Scope section, because they are the same for all lots.

Lot 2. Lot 2 - Public Sector

Description

Lot 2 - Public Sector contacts

Lot value (estimated)

- £25,000 excluding VAT
- £30,000 including VAT

Same for all lots

CPV classifications, contract dates and options are shown in the Scope section, because they are the same for all lots.

Lot 3. Lot 3 - Commercial B2B

Description

Lot 3 - Commercial B2B contacts

Lot value (estimated)

- £25,000 excluding VAT
- £30,000 including VAT

Same for all lots

CPV classifications, contract dates and options are shown in the Scope section, because they are the same for all lots.

Participation

Conditions of participation

Lot 1. Lot 1 - NHS

Lot 2. Lot 2 - Public Sector

Lot 3. Lot 3 - Commercial B2B

See RFQ Documents

Particular suitability

Lot 1. Lot 1 - NHS

Lot 2. Lot 2 - Public Sector

Lot 3. Lot 3 - Commercial B2B

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

Submission

Enquiry deadline

2 October 2025, 5:00pm

Tender submission deadline

9 October 2025, 5:00pm

Submission address and any special instructions

Submissions via Atamis only

The e-Tendering Portal can be accessed <https://health-family.force.com/s/Welcome>.

Tenders may be submitted electronically

Yes

Award criteria

As detailed within the RFQ Documentation

Procedure

Procedure type

Below threshold - open competition

Contracting authority

East of England Ambulance Service NHS Trust

- Public Procurement Organisation Number: PBNZ-4155-WXBZ

Whiting Way

Melbourn

SG8 6EN

United Kingdom

Email: tenders@eastamb.nhs.uk

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

Region: UKH12 - Cambridgeshire CC

Organisation type: Public authority - central government