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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.

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## **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.

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## **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.

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## **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

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## **Award criteria**

As detailed within the RFQ Documentation

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## **Procedure**

## Procedure type

Below threshold - open competition

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## 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](mailto:tenders@eastamb.nhs.uk)

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

Region: UKH12 - Cambridgeshire CC

Organisation type: Public authority - central government