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Contract

## **National Attraction Campaign for NEDs Talent Pipeline**

NHS England

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-060977

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

Published 30 September 2025, 3:40pm

### **Scope**

### **Reference**

C379168

### **Description**

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.

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## **Contract 2. National Attraction Campaign for NEDs Talent Pipeline**

### **Supplier**

- [Gatenbysanderson Limited](#)

### **Contract value**

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

Below the relevant threshold

### **Date signed**

26 September 2025

### **Contract dates**

- 1 October 2025 to 30 April 2026
- 7 months

### **Main procurement category**

Services

### **CPV classifications**

- 79413000 - Marketing management consultancy services

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## Procedure

### Procedure type

Below threshold - open competition

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## Supplier

### Gatenbysanderson Limited

14 King Street, Leeds, West Yorkshire,

Leeds

LS1 2HL

United Kingdom

Email: [tenders@gatenbysanderson.com](mailto:tenders@gatenbysanderson.com)

Region: UKE42 - Leeds

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 2. 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

Email: [commercial@nhs.uk](mailto:commercial@nhs.uk)

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

Region: UKI45 - Lambeth

Organisation type: Public authority - central government