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Contract

Creative Agency Support for Tackling Diabetes Together Programme

NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust)

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

Notice identifier: 2025/S 000-071449

Procurement identifier (OCID): ocds-h6vhtk-056907 ([view related notices](#))

Published 6 November 2025, 8:32am

Scope

Reference

PHW-ITT-60033

Description

Award details of the commission of a creative agency to support the delivery of the Tackling Diabetes Together Programme (TDTP) Communications and Engagement Strategy for Public Health Wales

Contract 1. Creative Agency Support for Tackling Diabetes Together Programme

Supplier

- DDM Health

Contract value

- £82,000 excluding VAT
- £98,400 including VAT

Below the relevant threshold

Date signed

25 September 2025

Contract dates

- 26 September 2025 to 31 March 2026
- Possible extension to 30 September 2026
- 1 year, 5 days

Description of possible extension:

Optional extension, only to be invoked at the discretion of the trust following formal notification to the supplier.

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UK - United Kingdom

Procedure

Procedure type

Below threshold - open competition

Supplier

DDM Health

- Public Procurement Organisation Number: PBZZ-7259-JWZY

9 Little Park Street

Coventry

CV1 2UR

United Kingdom

Telephone: +447709366449

Email: arjun@ddm.health

Region: UKG33 - Coventry

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Creative Agency Support for Tackling Diabetes Together Programme

Contracting authority

NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust)

- NHS Organisation Data Service: RQF

4-5 Charnwood Court,

Cardiff

CF14 3UZ

United Kingdom

Contact name: Bethan Dyke

Telephone: +442921500836

Email: bethan.dyke@wales.nhs.uk

Website: <http://nwssp.nhs.wales/ourservices/procurement-services/>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)

Devolved regulations that apply: Wales

Other organisation

These organisations are carrying out the procurement, or part of it, on behalf of the contracting authorities.

Public Health Wales - NHS

Summary of their role in this procurement: Management of Procurement Process & Implementation of Contract

- NHS Organisation Data Service: RYT

2 Capital Quarter Tyndall Street

Cardiff

CF10 4BZ

United Kingdom

Contact name: Bethan Dyke

Telephone: +442921500836

Email: bethan.dyke@wales.nhs.uk

Region: UKL22 - Cardiff and Vale of Glamorgan

Contact organisation

Contact NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust) for any enquiries.