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Contract

Winter Communication Campaign

NHS West Yorkshire Integrated Care Board

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

Notice identifier: 2025/S 000-072577

Procurement identifier (OCID): ocds-h6vhtk-05de21

Published 10 November 2025, 6:22pm

Scope

Reference

C393325

Description

Provision of a media buying agency to run WYICBs 'Together We Can' and Vaccination Campaigns

Contract 1. Winter Communication Campaign

Supplier

- [Forward & Thinking Limited](#)

Contract value

- £33,333 excluding VAT
- £40,000 including VAT

Below the relevant threshold

Date signed

10 November 2025

Contract dates

- 11 November 2025 to 31 March 2026
- 4 months, 20 days

Main procurement category

Services

CPV classifications

- 79341400 - Advertising campaign services
-

Procedure

Procedure type

Below threshold - without competition

Supplier

Forward & Thinking Limited

82 York Road, Market Weighton

York

YO43 3EF

United Kingdom

Email: team@forwardandthinking.com

Website: <https://www.forwardandthinking.com/>

Region: UKE12 - East Riding of Yorkshire

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Winter Communication Campaign

Contracting authority

NHS West Yorkshire Integrated Care Board

- Public Procurement Organisation Number: PMTJ-1118-QVJH

White Rose House, West Parade

Wakefield

WF1 1LT

United Kingdom

Email: wyicb-kirk.procurement@nhs.net

Website: <https://www.westyorkshire.icb.nhs.uk/>

Region: UKE45 - Wakefield

Organisation type: Public authority - central government