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Contract

HNY CfE - Brand Development, Market Segmentation, PR and Social Media Support

NHS HUMBER AND NORTH YORKSHIRE INTEGRATED CARE BOARD

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

Notice identifier: 2025/S 000-081370

Procurement identifier (OCID): ocds-h6vhtk-05f28b

Published 10 December 2025, 11:02am

Scope

Reference

C404679

Description

NHS Humber and North Yorkshire Integrated Care Board (HNYICB), on behalf of the Humber and North Yorkshire Centre for Excellence (HNY CfE), are seeking support from a specialist public relations and marketing agency with the skills, knowledge and experience to support with brand creation and development, strategy creation and public relations.

The Supplier will be required to:

- Review and update the Centre for Excellence branding and identity, incorporating alcohol and obesity;
- Customer Market Segmentation for Alcohol and Obesity;

- Provide PR Support;
- Provide Social media account management; and
- Plan and Deliver Launch Events.

Contract 1

Supplier

- GARDINER RICHARDSON LIMITED

Contract value

- £137,000 excluding VAT
- £164,400 including VAT

Below the relevant threshold

Date signed

5 December 2025

Contract dates

- 5 December 2025 to 31 January 2027
- Possible extension to 28 February 2027

- 1 year, 2 months, 27 days

Description of possible extension:

The Authority shall be entitled to extend the Term on one or more occasions by giving the Supplier written notice no less than one (1) month prior to the date on which this Contract would otherwise have expired, provided that the duration of this Contract shall be no longer than the total term specified in the Key Provisions.

Main procurement category

Services

CPV classifications

- 79413000 - Marketing management consultancy services
- 79416000 - Public relations services

Contract locations

- UKE1 - East Yorkshire and Northern Lincolnshire
- UKE2 - North Yorkshire

Procedure

Procedure type

Below threshold - limited competition

Supplier

GARDINER RICHARDSON LIMITED

- Companies House: 03486658
- Public Procurement Organisation Number: PBHQ-1898-NJCX

Generator Studios

Newcastle

NE1 2LA

United Kingdom

Email: suzanned@gardiner-richardson.com

Website: <https://gardiner-richardson.com/>

Region: UKC22 - Tyneside

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

NHS HUMBER AND NORTH YORKSHIRE INTEGRATED CARE BOARD

- NHS Organisation Data Service: QOQ
- Public Procurement Organisation Number: PBCG-3899-RLCL

Health House, Grange Park Lane, Willerby

East Riding of Yorkshire

HU10 6DT

United Kingdom

Email: hnyicb.procurement@nhs.net

Region: UKE12 - East Riding of Yorkshire

Organisation type: Public authority - sub-central government