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Award

## **PR9803 - MEH - The Provision of Media Buying and Management Services**

MOORFIELDS EYE HOSPITAL NHS FOUNDATION TRUST

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-084444

Procurement identifier (OCID): ocds-h6vhtk-055c77 ([view related notices](#))

Published 18 December 2025, 2:17pm

### **Scope**

### **Reference**

PR9803 and CA16244

### **Description**

Moorfields Private offers patients the opportunity to be seen privately for a wide range of eye conditions. Our profits are reinvested into our NHS services and research programmes for the benefit of all our patients.

We work with an external marketing agency to support the above by aiding brand recognition and

engagement, generating enquiries and referrals using marketing activities including campaigns in paid digital media and offline channels and by optimising our website content for organic searches from prospective patients and referrers.

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## **Contract 1. PR9803 - MEH - The Provision of Media Buying and Management Services**

### **Supplier**

- ALL RESPONSE MEDIA LIMITED

### **Contract value**

- £1,083,500 excluding VAT
- £1,300,200 including VAT

Above the relevant threshold

### **Award decision date**

17 December 2025

## **Date assessment summaries were sent to tenderers**

18 December 2025

## **Standstill period**

- End: 31 December 2025
- 8 working days

## **Earliest date the contract will be signed**

12 January 2026

## **Contract dates (estimated)**

- 19 January 2026 to 18 January 2029
- Possible extension to 18 January 2031
- 5 years

Description of possible extension:

2 optional 12 month extensions

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Contract locations**

- UKI - London
- 

## **Information about tenders**

- 12 tenders received
  - 9 tenders assessed in the final stage:
    - 9 submitted by small and medium-sized enterprises (SME)
    - 0 submitted by voluntary, community and social enterprises (VCSE)
  - 1 supplier awarded contracts
  - 8 suppliers unsuccessful (details included for contracts over £5 million)
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## **Procedure**

### **Procedure type**

Open procedure

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## **Supplier**

## **ALL RESPONSE MEDIA LIMITED**

- Companies House: 03056950
- Public Procurement Organisation Number: PLZM-5563-TWJM

65 Goswell Road

London

EC1V 7EN

United Kingdom

Email: [paula.heasman@allresponsemedia.com](mailto:paula.heasman@allresponsemedia.com)

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

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## **Contracting authority**

### **MOORFIELDS EYE HOSPITAL NHS FOUNDATION TRUST**

- Public Procurement Organisation Number: PTPP-1281-DTGJ

162 City Road

London

EC1V 2PD

United Kingdom

Email: [helpdesk@nhspps.uk](mailto:helpdesk@nhspps.uk)

Region: UKI43 - Haringey and Islington

Organisation type: Public authority - sub-central government