

Quotation for Cancer Awareness Campaigns

1. Introduction

South East London Cancer Alliance SELCA are looking to commission an agency to source out of home advertising locations for two exciting cancer awareness campaigns in South East London locations. The campaigns will focus on the areas of greatest need in South East London, and assets are expected to feature in areas of high visibility.

2. Background

South East London Cancer Alliance (SELCA) is one of 21 Cancer Alliances in England. We work in a collaborative model to deliver high quality cancer services across community, primary, and secondary care in south east London. Our aim is to ensure that patients receive timely diagnosis, high quality treatment, excellent experience, and improved clinical and quality of life outcomes.

Cancer Alliances bring together a range of local organisations – including NHS bodies, local government, charities, and patient groups – with shared goals of:

- Fewer people getting cancer;
- More people surviving cancer;
- More people having positive experience in their treatment and care;
- Ensuring everyone receives the same high-quality services, no matter who they are or where they live;
- More people being supported to live as well as possible after their treatment is over.

Underlying all our objectives are the principles of improving patient experience and reducing health inequalities.

3. The Requirement

SELCA are looking to commission an agency to source out of home advertising locations for two exciting cancer awareness campaigns in South East London locations. The campaigns

will focus on the areas of greatest need in South East London, and assets are expected to feature in areas of high visibility.

The first campaign will be launching in September, and the second in November. You will be working with an advertising company who will be developing the assets for the awareness campaign in September, and using existing assets for the campaign in November.

4. Procurement Timetable

Activity	Date Due
Request for Quotation Published	21 June 2023
Quotations to be Submitted	13 July 2023 at Midday

5. Bidder Response Requirements

Bidders quotes will be evaluated against the following criteria.

EXPERIENCE	Have you worked across South East London before? Can you provide SELCA with previous advertising campaigns you have worked on?
APPROACH	What methods will you use to identify areas of high deprivation in order to target particular populations with advertising? What types of advertising would you recommend to reach out target audience. Can you provide SELCA with previous advertising campaigns you have worked on? Or how have you measured the success of previous advertising campaigns you have worked on?
COST	Submit a Cost proposal with a supporting breakdown. Note our total budget is under £100,000

Bidders' submissions must be provided in A4 MS Word/ PDF and should be sent to:

Zara Gross

Early Diagnosis Lead

South East London Cancer Alliance

Email: zara.gross@gstt.nhs.uk

6. Terms and Conditions of Contract

The proposed Contract would be subject to the NHS Standard Terms and Conditions for Provision of Goods and Services (Contract Version):

<https://www.gov.uk/government/publications/nhs-standard-terms-and-conditions-of-contract-for-the-purchase-of-goods-and-supply-of-services> .

7. Instruction to Suppliers

No information contained in this document or in any communication made between the Authority and any bidder in connection with this document shall be relied upon as constituting a contract, agreement or representation that any contract shall be offered in accordance with this document. The Authority reserves the right, to change without notice the basis of, or the procedures for, the competitive process or to terminate the process at any time. Under no circumstances shall the Authority incur any liability to any supplier in respect of this document, any supporting documentation and/or the Quote process.