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Award

## Family Hubs Start for Life Commissioned Services

City of Bradford Metropolitan District Council

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-003875

Procurement identifier (OCID): ocids-h6vhtk-06079b ([view related notices](#))

Published 16 January 2026, 12:52pm

### Scope

### Reference

EX1082

### Description

The City of Bradford Metropolitan District Council (BMDC) was one of 75 Local Authorities awarded funding to drive through recommendations identified in the Dame Andrea Leadsom review into improving health & development outcomes for babies in England, with an aim to:

- Provide support to parents and carers so they are able to nurture their babies and children, improving health and education outcomes for all.
- Contribute to a reduction in inequalities in health and education outcomes for babies, children and families across England by ensuring that support provided is communicated to all parents and carers, including those who are hardest to reach and/or most in need.
- Build the evidence base for what works when it comes to improving health and education outcomes for babies, children, and families in different delivery contexts.

The programme started in April 2023 current funding was due to cease on the 31st March 2025. Government confirmation of further funding was provided in December 2024 for 2025/6 allowing for contracts to be awarded to continue the ongoing service delivery.

The Incredible years project is a Preschool program helping families with child attachment issues, language development

concerns, behavior, or confidence with social situations.

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## **Contract 1. Incredible Years**

### **Supplier**

- BARNARDO'S

### **Contract value**

- £253,970 excluding VAT
- £304,764 including VAT

Below the relevant threshold

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

16 January 2026

### **Contract dates (estimated)**

- 23 January 2026 to 31 March 2026
- Possible extension to 31 March 2027
- 1 year, 2 months, 9 days

Description of possible extension:

BMDC reserves the right to extend the contracts subject to funding being available and satisfactory contract performance delivery.

## **Main procurement category**

Services

## **CPV classifications**

- 85311300 - Welfare services for children and young people

## **Contract locations**

- UKE41 - Bradford

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## **Procedure**

### **Procedure type**

Direct award

## Special regime

Light touch

## Direct award justification

Additional or repeat goods, services or works - extension or partial replacement

Existing service providers are used to allow continuation of service provision to avoid disruption to service users and avoid costs involved in transfers such as TUPE or data.

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## Supplier

### **BARNARDO'S**

- Companies House: 00061625
- Public Procurement Organisation Number: PHTN-1518-HDWG

Barnardo House

Barkingside , Ilford

IG6 1QG

United Kingdom

Email: [bdunationalteam@barnardos.org.uk](mailto:bdunationalteam@barnardos.org.uk)

Website: <http://www.barnardos.org.uk>

Region: UKI53 - Redbridge and Waltham Forest

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): Yes

Contract 1. Incredible Years

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## **Contracting authority**

### **City of Bradford Metropolitan District Council**

- Public Procurement Organisation Number: PBWW-4714-TBHN

City Hall, Centenary Square

Bradford

BD1 1HX

United Kingdom

Email: [procurement.enquires@bradford.gov.uk](mailto:procurement.enquires@bradford.gov.uk)

Region: UKE41 - Bradford

Organisation type: Public authority - sub-central government