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Contract

## **Breastfeeding Support Service for Southampton**

Southampton City Council

F03: Contract award notice

Notice identifier: 2025/S 000-004882

Procurement identifier (OCID): ocds-h6vhtk-04de84

Published 13 February 2025, 11:04am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Southampton City Council

Civic Centre

SOUTHAMPTON

SO147LY

#### **Contact**

Catherine Dadson

#### **Email**

[catherine.dadson@southampton.gov.uk](mailto:catherine.dadson@southampton.gov.uk)

#### **Telephone**

+44 2380832145

#### **Country**

United Kingdom

**Region code**

UKJ32 - Southampton

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.southampton.gov.uk/>

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

Health

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Breastfeeding Support Service for Southampton

Reference number

ICU-2025-081

**II.1.2) Main CPV code**

- 85100000 - Health services

**II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Southampton City Council would like to commission a Breastfeeding Support Service to support families in Southampton in the maximisation of breastfeeding. The service sought will work closely with:

- Maternity services to maximise breastfeeding initiation and to support mothers in the first few days of breastfeeding.
- Sure Start/Family Hubs.
- Integrated 0 - 19 services in Southampton to ensure that there is effective ongoing support that helps women continue and maintain breastfeeding.
- Other local community services in the Southampton area to ensure parents/families have enough information to support their breastfeeding journey and normalise breastfeeding in the City.

The Service Provider will provide a Breastfeeding Support Service in Southampton. The Service Provider will develop an innovative pattern of, and approach to, service delivery in order to achieve and support increased rates of breastfeeding 10-14 days, and at 6 - 8 weeks. Services will include a menu of provision, which must encompass a peer support service, support to breastfeeding groups and the coordination of scheme to welcome breastfeeding mothers and their babies.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £53,972

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKJ32 - Southampton

#### **II.2.4) Description of the procurement**

This notice is an intention to award a contract under the most suitable provider process (NHS Provider Selection Health Care Services (Provider Selection Regime) Regulations 2023, Provision 9). The lifetime value of the contract is £53,972 for one year. The contract commencement date is 1st April 2025. There are no extension periods available under this contract.

#### **II.2.5) Award criteria**

Cost criterion - Name: Direct Award Process C with regard to the Key Criteria / Weighting: 100

#### **II.2.11) Information about options**

Options: No

#### **II.2.14) Additional information**

Award of a contract without prior call for competition.

Explanation: This is a Provider Selection Regime (PSR) intention to award notice. The awarding of this contract is subject to the Health Care Services (Provider Selection Regime) Regulations 2023. For the avoidance of doubt, the provisions of the Public Contracts Regulations 2015 do not apply to this award.

The procurement is being undertaken in accordance with the Health Care Services (Provider Selection Regime) Regulations 2023 ([legislation.gov.uk](https://www.legislation.gov.uk)), Provision 9, i.e., "Direct Award Process C" procedure.

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

This is a Provider Selection Regime (PSR) intention to award notice. The awarding of this contract is subject to the Health Care Services (Provider Selection Regime) Regulations 2023. For the avoidance of doubt, the provisions of the Public Contracts Regulations 2015 do not apply to this award. The publication of this notice marks the start of the standstill period. Representations by providers must be made to decision makers by 21st February 2025. This contract has not yet formally been awarded; this notice serves as an intention to award under the PSR regulations.

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

12 February 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 1

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

The Breastfeeding Network

9 Ainslie Place

Edinburgh, Scotland

Country

United Kingdom

NUTS code

- UKM - Scotland

Companies House

SC330639

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £53,972

Total value of the contract/lot: £53,972

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## **Section VI. Complementary information**

### **VI.3) Additional information**

This is a Provider Selection Regime (PSR) intention to award notice. The awarding of this contract is subject to the Health Care Services (Provider Selection Regime) Regulations 2023. For the avoidance of doubt, the provisions of the Public Contracts Regulations 2015 do not apply to this award. The publication of this notice marks the start of the standstill period. Representations by providers must be made to the relevant authority by the end of 21st February 2025. This contract has not yet formally been awarded; this notice serves as an intention to award under the PSR regulations.

Written representations should be sent to:

[tendermanagement@southampton.gov.uk](mailto:tendermanagement@southampton.gov.uk)

There were no declared actual or potential conflicts of interest of individuals making the decision.

The Key Criteria are as stated below for this contract:

Criterion 1: Quality and Innovation

Criterion 2: Integration, collaboration, and service sustainability

Criterion 3: Improving access, reducing health inequalities and facilitating choice

Criterion 4: Value

Criterion 5: Social Value

The rationale for choosing the most suitable provider, The Breastfeeding Network, was confirmed under the requirements of Direct Award Process C: The existing provider is satisfying its existing contract, will likely satisfy the new contract to a sufficient standard, and the proposed contracting arrangements are not changing considerably

The Provider also met each of the Key Criteria.

## **VI.4) Procedures for review**

### **VI.4.1) Review body**

Southampton City Council

Southampton

Email

[tendermanagement@southampton.gov.uk](mailto:tendermanagement@southampton.gov.uk)

Country

United Kingdom