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Contract

Thrive – Strategic Leadership Programme for Ethnically Diverse Senior Leaders

NHS England

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

Notice identifier: 2026/S 000-005799

Procurement identifier (OCID): ocds-h6vhtk-05a2ec ([view related notices](#))

Published 22 January 2026, 2:16pm

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Scope

Reference

C413802

Description

The Chief Midwifery Office plan to commission a supplier to 1) co-design and develop teaching and learning materials and then 2) deliver and evaluate a leadership development programme specifically for senior midwifery and neonatal leaders from ethnic minority groups and backgrounds.

Contract 1. Thrive – Strategic Leadership Programme for Ethnically Diverse Senior Leaders

Supplier

- [Maaha People \(Rubhi Ltd trading as\)](#)

Contract value

- £60,000 excluding VAT
- £72,000 including VAT

Below the relevant threshold

Date signed

16 January 2026

Contract dates

- 19 January 2026 to 19 August 2027
- Possible extension to 19 January 2028
- 2 years, 1 day

Description of possible extension:

up to a 5 month period, zero value

Main procurement category

Services

CPV classifications

- 80000000 - Education and training services

Procedure

Procedure type

Below threshold - open competition

Supplier

Maaha People (Rubhi Ltd trading as)

91 Soho Hill

Birmingham

B19 1AY

United Kingdom

Email: ruby@maahapeople.com

Region: UKG31 - Birmingham

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Thrive - Strategic Leadership Programme for Ethnically Diverse Senior Leaders

Contracting authority

NHS England

- Public Procurement Organisation Number: PDPT-3135-BWWY

Wellington House, 133-135 Waterloo Rd

London

SE1 8UG

United Kingdom

Email: england.workforcecommercialteam@nhs.net

Website: <https://www.england.nhs.uk/>

Region: UKI45 - Lambeth

Organisation type: Public authority - central government