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Contract

## **Breastfeeding Support Service for Southampton**

Southampton City Council

F03: Contract award notice

Notice identifier: 2025/S 000-007543

Procurement identifier (OCID): ocds-h6vhtk-04e8af

Published 28 February 2025, 2:45pm

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

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

Southampton City Council

Civic Centre, Civic Centre Road

Southampton

SO147LY

#### **Contact**

Catherine Dadson

#### **Email**

[procurementhealthandcareteam@southampton.gov.uk](mailto:procurementhealthandcareteam@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

[www.southampton.gov.uk](http://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 award a contract for 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 to confirm an award of a contract under the most suitable provider process (NHS Provider Selection Health Care Services (Provider Selection Regime) Regulations

2023, Provision 9), following completion of the standstill period. 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.

The Intention to Award Notice reference is 2025/S 000-004882.

#### **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) 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.

The Intention to Award Notice reference is 2025/S 000-004882.

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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) 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 end of the standstill period. 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

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) award notice, following conclusion of the standstill period. 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. No representations were made during the standstill period.

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

Country

United Kingdom

