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Award

Family Hubs Start for Life Commissioned Services - Breastfeeding Support

City of Bradford Metropolitan District Council

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

Notice identifier: 2026/S 000-015351

Procurement identifier (OCID): ocds-h6vhtk-06586a ([view related notices](#))

Published 19 February 2026, 3:27pm

Scope

Reference

EX1082 (b)

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 can 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 Breastfeeding Support program is providing Infant feeding support in family hubs, at home, via phone or video call.

Contract 1. Family Hubs Start for Life Commissioned Services - Breastfeeding Support

Supplier

- HEALTH FOR ALL (LEEDS) LTD

Contract value

- £269,958 excluding VAT
- £323,950.20 including VAT

Below the relevant threshold

Earliest date the contract will be signed

19 February 2026

Contract dates (estimated)

- 19 February 2026 to 31 March 2026
- Possible extension to 31 March 2027
- 1 year, 1 month, 10 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

Procedure

Procedure type

Below threshold - without competition

Special regime

Light touch

Supplier

HEALTH FOR ALL (LEEDS) LTD

Tenants Hall Enterprise Centre Acre Close, Middleton

Leed

LS10 4HX

United Kingdom

Email: info@healthforall.org.uk

Region: UKE42 - Leeds

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Family Hubs Start for Life Commissioned Services - Breastfeeding Support

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.Enquiries@bradford.gov.uk

Region: UKE41 - Bradford

Organisation type: Public authority - sub-central government