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Tender

## **Evaluation partner - Public Health Breastfeeding campaign - Feed Your Way**

NOTTINGHAM CITYCARE PARTNERSHIP CIC

F02: Contract notice

Notice identifier: 2023/S 000-016347

Procurement identifier (OCID): ocids-h6vhtk-03d4df

Published 8 June 2023, 5:22pm

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

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

NOTTINGHAM CITYCARE PARTNERSHIP CIC

Aspect House,Aspect Business Park Bennerley Road

NOTTINGHAM

NG68WR

#### **Contact**

Sheona Dalton

#### **Email**

[sheona.dalton1@nhs.net](mailto:sheona.dalton1@nhs.net)

#### **Telephone**

+44 7795332166

#### **Country**

United Kingdom

**Region code**

UKF14 - Nottingham

**Companies House**

07548602

**Internet address(es)**

Main address

<https://www.smallstepsbigchanges.org.uk/news-and-events/invitation-to-tender-feed-your-way>

Buyer's address

<https://www.smallstepsbigchanges.org.uk/news-and-events/invitation-to-tender-feed-your-way>

**I.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained at

<https://www.smallstepsbigchanges.org.uk/news-and-events/invitation-to-tender-feed-your-way>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.smallstepsbigchanges.org.uk/news-and-events/invitation-to-tender-feed-your-way>

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

Other type

NHS

**I.5) Main activity**

Health

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## **Section II: Object**

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

#### **II.1.1) Title**

Evaluation partner - Public Health Breastfeeding campaign - Feed Your Way

Reference number

SSBC112

#### **II.1.2) Main CPV code**

- 73000000 - Research and development services and related consultancy services

#### **II.1.3) Type of contract**

Services

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

Small Steps Big Changes are inviting tenders from organisations who feel suitably qualified to collaborate with Hitch marketing to deliver the evaluation of a Public Health Breastfeeding Campaign - Feed Your Way.

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

This contract is divided into lots: No

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

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

NUTS codes

- UKF - East Midlands (England)

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

SSBC are inviting tenders from organisations who have:

- Demonstrable skills knowledge and expertise in proposed evaluation approaches in community settings
- Enthusiasm and passion for early years

- Demonstratable capacity to deliver evaluations on time, on budget and to the required standard, with proven ability to flex resource capabilities and adapt to changing environments where required
- Appropriate project management, risk management and quality assurance expertise
- Ability to work collaboratively with a variety of stakeholders, including parents
- Strong communication skills.
- Knowledge of and experience in using the RE-AIM framework.

To collaborate with Hitch marketing to deliver the evaluation of a Public Health Breastfeeding Campaign - Feed Your Way described below.

- SSBC commissioned Hitch Marketing to develop and deliver a local public health breastfeeding campaign (Feed Your Way). The campaign is underpinned by self-determination theory. It seeks to address not just the breastfeeding mother and infant but also the communities that exist around them.
- A mixed methods social marketing survey completed by 1800 respondents, many with breastfeeding experience, and supplemented with focus groups, explored community perceptions and social norms, drivers and barriers in relation to breastfeeding feed into the campaign concepts and messaging.
- Design elements, tone and segmentation of messaging for different elements were tested with a subset of original respondents.
- The campaign was launched in October 2022 and will run until March 2025.
- The campaign is targeted at two primary audiences
  - 1) Women who might breastfeed now or in the future. They don't reject breastfeeding but lack strong intrinsic motivation, perhaps due to lack of perceived autonomy, capability and support.
  - 2) Breastfeeding allies, partners, families and friends.
- The campaign development has been informed by a wider stakeholder group (15-20 people), which includes representatives from local maternity services, infant feeding leads, 0-19 Public Health nursing service (health visitors), breastfeeding peer supporters, public health and parents.
- The primary locality for the Public Health Breastfeeding campaign is Nottingham City,

with some, but less reach into Nottinghamshire County, due to the nature of travel across the area and the workforces, namely maternity that operate across both areas.

- The campaign has a number of public-facing assets developed and designed to be shared via social media and via billboard advertising.
- For the workforce specifically; a website with downloadable resources has been developed, and physical postcards printed and distributed.
- The public health campaign assets were shared with wider stakeholders at the campaign launch.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6) Estimated value**

Value excluding VAT: £50,000

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Start date

14 August 2023

End date

31 March 2025

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: No

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

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## **Section IV. Procedure**

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

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

Open procedure

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

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

7 July 2023

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.7) Conditions for opening of tenders**

Date

8 July 2023

Local time

5:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

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

Nottingham CityCare Partnership

Nottingham

Country

United Kingdom