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Contract

## **DHSC: National Breastfeeding Helpline**

Department of Health & Social Care

F03: Contract award notice

Notice identifier: 2025/S 000-017166

Procurement identifier (OCID): ocids-h6vhtk-0507fc

Published 26 April 2025, 6:08pm

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

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

Department of Health & Social Care

39 Victoria Street

London

SW1H 0EU

#### **Contact**

Matt Land

#### **Email**

[ccsinbox@dhsc.gov.uk](mailto:ccsinbox@dhsc.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKI32 - Westminster

**Internet address(es)**

Main address

<https://www.gov.uk/government/organisations/department-of-health-and-social-care>

Buyer's address

<https://www.gov.uk/government/organisations/department-of-health-and-social-care>

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

Ministry or any other national or federal authority

**I.5) Main activity**

Health

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**Section II: Object**

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

**II.1.1) Title**

DHSC: National Breastfeeding Helpline

Reference number

C337378

**II.1.2) Main CPV code**

- 79512000 - Call centre

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The Department of Health and Social Care is seeking a provider to deliver the National Breastfeeding Helpline, providing breastfeeding information and support via a 24 hour

helpline for families across the UK.

#### **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: £786,363

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

#### **II.2.2) Additional CPV code(s)**

- 85312300 - Guidance and counselling services
- 85312320 - Counselling services
- 79512000 - Call centre
- 85312300 - Guidance and counselling services

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

NUTS codes

- UKI32 - Westminster

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

The Department of Health and Social Care is seeking a provider to deliver the National Breastfeeding Helpline, providing breastfeeding information and support via a 24 hour helpline for families across the UK.

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

Price

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

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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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 services can be provided only by a particular economic operator for the following reason:
  - absence of competition for technical reasons

Explanation:

DHSC have made a direct award to the Breastfeeding Network (BfN) for a 12-month period to provide a continuity of service for the 24-hour National Breastfeeding Helpline (NBH).

This direct award has been made in accordance with Regulation 32(2)(b)(ii) competition is absent for technical reasons.

In 2024/25, the NBH was expanded to pilot a night service so that services are available to members of the public 24 hours a day, every day of the year. The current NBH service includes a 24-hour telephone helpline and voicemail service, social media, webchat and links to the BfN's drugs in breastmilk advice service.

DHSC have deemed that BfN are currently the only supplier who are positioned to run the 24-hour service without helpline users facing a gap or reduction in service provision, based upon BfN's capacity to manage service demand and them additionally having the means to increase capacity of the night service in early 2025/26. BfN also previously commissioned an independent evaluation for the 2024/25 pilot and are uniquely positioned to put arrangements in place for an independent evaluation of the full night service pilot which is required by DHSC. For these reasons, BfN are currently the only provider who could deliver the full scope of service requirements at the required scale.

DHSC are exploring longer term solutions in respect to the ongoing provision of the NBH, and intend to conduct an open procedure in late Q2 or early Q3 of 2025/26 to source a replacement contract. To support this, DHSC intend to conduct market engagement at the end of Q1 or beginning of Q2 2025/26. A UK2 preliminary market engagement notice will be published to advertise any upcoming engagement.

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

The procurement is covered by the Government Procurement Agreement: Yes

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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**

28 March 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

EH3 6AS

Telephone

+44 1418489035

Country

United Kingdom

NUTS code

- UKI3 - Inner London – West

National registration number

SC330639

Internet address

<http://www.breastfeedingnetwork.org.uk>

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £786,363

Total value of the contract/lot: £786,363

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## **Section VI. Complementary information**

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

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

High Court

Strand,

London,

WC2A 2LL

Country

United Kingdom

Internet address

<https://www.theroyalcourtsofjustice.com>