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Award

Antenatal and Postnatal Baby Feeding Support service

London Borough of Hounslow

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-018991

Procurement identifier (OCID): ocds-h6vhtk-050cdd

Published 6 May 2025, 10:26am

Scope

Description

This notice relates to the process set out in Regulation 10(9) of The Health Care Services (Provider Selection Regime) Regulations 2023. Following the completion of a standstill

period at midnight on the TBC 2025 London Borough of Hounslow intend to appoint Chelsea and Westminster Hospital NHS Foundation Trust, via the West Middlesex University Hospital, to lead the provision of Antenatal and Postnatal Baby Feeding Support Service in Hounslow for 12 months delivering a range of Local Authority commissioned infant feeding support services to support delivery of these objectives and priorities:

- Reduce the maximum number of hours between any two postnatal infant feeding drop-ins by more than half, to a maximum of 24 hours;
- Increase the provision of out-of-hours postnatal drop-in sessions by 200% to allow for increased attendance from mums who are not comfortable speaking English, families with limited transport options, working families etc.;
- Increase the number of postnatal drop-in sessions in or within walking distance of Core20 areas to ensure breastfeeding support provision for families from the most deprived backgrounds;

- Reduce the number of families presenting at A&E with babies under 28 days old with feeding issues by establishing a daily coverage of a postnatal drop-in offer.

Services to be delivered as part of the contract:

Since 2022, the Infant Feeding Team working from West Middlesex University Hospital in Hounslow, part of Chelsea and Westminster NHS Trust, have been delivering antenatal classes and postnatal baby feeding support drop-ins. This work is mandated by the Start for Life and Family Hubs project, which resources the service via the Infant Feeding strand.

Project delivery is for a fixed term within the scope of the Family Hubs project to supplement the cost of the delivery of the Start for Life objectives, including the Family Hubs minimum and go further standards, and the Hounslow Baby Feeding Plan objectives.

In Hounslow we have high breastfeeding initiation rates, which have seen an increase since 2022 and continue to increase over the past year. In Q3 of 2023/24, the breastfeeding initiation rate in Hounslow was 93%.

Despite this high rate of mums wishing to breastfeed their babies, there is a drop off in the rates of breastfeeding at 6-8 weeks. In Q2 of 2023/24, the breastfeeding rate at 6-8 weeks in Hounslow was 61%. This decrease of 32% indicates that although almost all mums try breastfeeding, around a third of them stop breastfeeding before they want to and before the WHO recommends.

The central government Departments for Education and for Health and Social Care have pledged to continue to fund the Family Hubs programme for another 12 months, giving us opportunity to continue current provision, and focus on the postnatal period to address the drop-off.

The current postnatal infant feeding drop-in offer is made up of seven drop-in sessions, including four NCT Baby Cafés and three maternity infant feeding team drop-ins. The current maximum number of hours between any two drop-in session totals 47 hours. This is between Monday's infant feeding team drop-in and Wednesday's NCT Baby Café.

Contract 1. Antenatal and Postnatal Baby Feeding Support service

Supplier

- Chelsea and Westminster Hospital NHS Foundation Trust

Contract value

- £144,000 excluding VAT
- £172,800 including VAT

Below the relevant threshold

Award decision date

27 March 2025

Earliest date the contract will be signed

15 May 2025

Contract dates (estimated)

- 19 May 2025 to 2 May 2026
- 11 months, 15 days

Main procurement category

Services

CPV classifications

- 85323000 - Community health services

Contract locations

- UKI75 - Hounslow and Richmond upon Thames

Procedure

Procedure type

Below threshold - without competition

Supplier

Chelsea and Westminster Hospital NHS Foundation Trust

369 Fulham Road

London

SW10 9NH

United Kingdom

Email: chelwest.gynaecology.admin@nhs.ne

Region: UKI33 - Kensington & Chelsea and Hammersmith & Fulham

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Antenatal and Postnatal Baby Feeding Support service

Contracting authority

London Borough of Hounslow

- Public Procurement Organisation Number: PQYY-1684-DYLV

Hounslow House, 7 Bath Road

Hounslow, London

TW3 3EB

United Kingdom

Email: procurement@hounslow.gov.uk

Region: UKI75 - Hounslow and Richmond upon Thames

Organisation type: Public authority - sub-central government