This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/026881-2025">https://www.find-tender.service.gov.uk/Notice/026881-2025</a>

Pipeline

# **DHSC: PCP - National Breast Feeding Helpline 2026**

DHSC, London

UK1: Pipeline notice - Procurement Act 2023 - view information about notice types

Notice identifier: 2025/S 000-026881

Procurement identifier (OCID): ocds-h6vhtk-052446

Published 23 May 2025, 4:08pm

### Scope

#### Reference

W185258

### **Description**

Procurement for the delivery of the National Breastfeeding Helpline, providing breastfeeding information and support via a 24-hour helpline for families across the UK. Dates and contract values are estimated and are subject to change.

### **Total value (estimated)**

- £3,144,000 excluding VAT
- £3,772,800 including VAT

# **Contract dates (estimated)**

- 1 April 2026 to 31 March 2029
- Possible extension to 31 March 2030
- 4 years

### **Main category**

Services

### **CPV** classifications

- 72253000 Helpdesk and support services
- 79512000 Call centre
- 85312320 Counselling services

# **Participation**

# Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

### **Submission**

## Publication date of tender notice (estimated)

1 September 2025

### **Procedure**

#### Above or below total value threshold

Above or equal to threshold

# **Contracting authority**

### **DHSC**, London

• Public Procurement Organisation Number: PMQG-9965-CHZR

39 Victoria Street

London

SW1H 0EU

**United Kingdom** 

Contact name: Matt Land - Commercial Lead

Email: <a href="mailto:ccsinbox@dhsc.gov.uk">ccsinbox@dhsc.gov.uk</a>

Website:

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

Region: UKI32 - Westminster

Organisation type: Public authority - central government