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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

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## **Participation**

### **Particular suitability**

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

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## **Submission**

## **Publication date of tender notice (estimated)**

1 September 2025

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## **Procedure**

### **Above or below total value threshold**

Above or equal to threshold

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

Website:

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

Region: UKI32 - Westminster

Organisation type: Public authority - central government