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Award

## NHS Healthy Start Campaign

NHS Business Services Authority

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-040449

Procurement identifier (OCID): ocds-h6vhtk-056027 ([view related notices](#))

Published 16 July 2025, 11:09am

## Scope

## Reference

C375880

## Description

This contract is for the provision of a social media advertising campaign on Facebook and Instagram to raise awareness of NHS Healthy Start and to increase applications to the scheme to ensure eligible families receive the help that they are entitled to.

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## Contract 1. W195712 NHS Healthy Start Campaign

## **Suppliers**

Supplier not yet selected

## **Contract value**

- £62,500 excluding VAT
- £75,000 including VAT

Below the relevant threshold

## **Earliest date the contract will be signed**

16 July 2025

## **Contract dates (estimated)**

- 17 July 2025 to 31 March 2026
- 8 months, 15 days

## **Main procurement category**

Services

## **CPV classifications**

- 79342000 - Marketing services
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## Procedure

### Procedure type

Below threshold - without competition

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## Contracting authority

### NHS Business Services Authority

- Public Procurement Organisation Number: PRLZ-1599-JGTT

Stella House, Goldcrest Way, Newburn Riverside

Newcastle upon Tyne

NE15 8NY

United Kingdom

Contact name: Commercial Services

Email: [nhsbsa.commercialserviceteam@nhs.uk](mailto:nhsbsa.commercialserviceteam@nhs.uk)

Website: <https://www.nhsbsa.nhs.uk/>

Region: UKC22 - Tyneside

Organisation type: Public authority - central government