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Contract

W195712 Meta Advertising - NHS Healthy Start Campaign

NHS Business Services Authority

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-041554

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

Published 21 July 2025, 11:12am

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.

Contract 1. W195712 NHS Healthy Start Campaign

Supplier

- [Meta](#)

Contract value

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

Below the relevant threshold

Date signed

21 July 2025

Contract dates

- 22 July 2025 to 31 March 2026
- 8 months, 10 days

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Procedure

Procedure type

Below threshold - without competition

Supplier

Meta

1 Meta Way, Menlo Park, California, 94025

Menlo Park

94025

United States

Email: info@meta.com

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. W195712 NHS Healthy Start Campaign

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

Telephone: 00000000000

Email: nhsbsa.commercialservicesteam@nhsbsa.nhs.uk

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

Region: UKC22 - Tyneside

Organisation type: Public authority - central government