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Contract

Suicide Prevention Programme Campaign for North Central London (NCL) Integrated Care System

London Borough of Barnet

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

Notice identifier: 2025/S 000-043021

Procurement identifier (OCID): ocds-h6vhtk-056609

Published 25 July 2025, 10:05am

Scope

Description

London borough of Barnet has awarded a contract for Suicide Prevention Programme Campaign to Grassroots Suicide Prevention. The campaign will deliver digital and physical marketing across North Central London (NCL), whilst introducing additional elements including the translation of the app and other resources into languages spoken in NCL, as well as the production of a physical version of the Stay Alive app which will complement the campaign and improve accessibility to those with low digital literacy/access.

Single Tender Action was chosen as an appropriate approach as the proposed campaign centres around the Stay Alive app, which is the Intellectual Property of Grassroots Suicide Prevention. The reason this resource has been chosen as a central feature of the campaign is that it is already being promoted as part of Barnet's local suicide awareness approach. To avoid conflicting messaging, it is appropriate for the NCL-wide campaign to be delivered in parallel with the Barnet-focused campaign.

To view this notice, please click here:

<https://londonbarnet.delta-esourcing.com/delta/viewNotice.html?noticeId=962874299>

Contract 1

Supplier

- Grassroots Suicide Prevention

Contract value

- £30,000 including VAT

Below the relevant threshold

Date signed

7 May 2025

Contract dates

- 15 July 2025 to 14 July 2026
- 1 year

Main procurement category

Services

CPV classifications

- 85322000 - Community action programme

Contract locations

- UKI31 - Camden and City of London
- UKI43 - Haringey and Islington
- UKI54 - Enfield
- UKI71 - Barnet

Procedure

Procedure type

Below threshold - without competition

Special regime

Light touch

Supplier

Grassroots Suicide Prevention

11, Old Steine, Brighton

Brighton

BN1 3XG

United Kingdom

Email: alex@prevent-suicide.org.uk

Region: UKJ21 - Brighton and Hove

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): Yes

Contract 1

Contracting authority

London Borough of Barnet

- Public Procurement Organisation Number: PQGD-7479-CGVN

2 Bristol Avenue, Colindale

London

NW9 4EW

United Kingdom

Telephone: 020835904349

Email: procurement@barnet.gov.uk

Region: UKI71 - Barnet

Organisation type: Public authority - sub-central government