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Tender

Professional Midwifery (PMA) and Professional Nurse Advocate (PNA) Training 25-2

NHS England

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-045994

Procurement identifier (OCID): ocds-h6vhtk-05813e ([view related notices](#))

Published 5 August 2025, 10:26am

Scope

Description

NHSE seeks to procure the provision of an on-line 10-week university-based programme of training for those midwives and nurses working in maternity and neonatal services to train as Professional midwifery Advocate and Professional Nurse Advocate. This would be for up to 150 training places at a cost of £1000 per head, It is to be taught and assessed at Masters level (level 7 equivalent).

Under the Education and Training Light Touch Regime,

In 2017 the A-EQUIP (Advocating for Education and Quality Improvement) model and Professional Midwife Advocate (PMA) role that facilitates the functions of this model was launched.

The A-EQUIP model is a continuous improvement process that builds personal and professional resilience, enhances quality of care, and supports preparedness for appraisal and professional revalidation for midwives. Any midwife who has 2 years post qualification can train to become a PMA. It is employer led but with national oversight in terms of a National PMA Steering Group to provide a national steer to implement the A-EQUIP model and PMA role.

This training is in response to the Long-Term Plan: “A new service model for the 21st century which includes the objective to ensure that Maternity services are staffed according to safe staffing principles and evidence-based workforce tools, and to deliver the Ockenden action regarding a sustainable workforce delivering high quality safe care.” It also serves to deliver the strategic plan and objective to ensure a 1 to 20 ratio of PMAs to midwives by 2025, also under the same commitment. We want mixed cohorts of student PMAs and student PNAs to study together to engender and support the integration of these professions to support the delivery of cohesive perinatal services.

The Professional Nurse Advocate (PNA) role was launched in 2021 and in 2023 there was a focus on training more PNAs in neonatal services to support neonatal staffing and neonatal services. As per the PMA model the PNA role also uses the A-EQUIP model. The PNA training programme aims to improve staff wellbeing and retention, alongside improving patient care and outcomes. Therefore, the training programme for PMAs and PNAs equips them with skills to listen and understand the challenges and demands of their fellow colleagues, to lead, support and deliver quality improvement initiatives

As of June 2025, there were a total of 1592 PMAs in England and approximately 227 PMAs in each region. There are approximately 300 PNAs working in neonatal services in England and 20-30 PNAs in neonatal services within each region.

Further details and the full specification can be downloaded from the following links:

<https://atamis-1928-->

[prospend.vf.force.com/apex/CS_ContractPage?filters=&page=1&Preview=Yes&searchStr=&SearchType=Projects&sortStr=Alphabetical&uid=a07Sr00000cQykrIAC&sfdcIframeOrigin=https%3A%2F%2Fatamis-1928.lightning.force.com](https://atamis-1928--prospend.vf.force.com/apex/CS_ContractPage?filters=&page=1&Preview=Yes&searchStr=&SearchType=Projects&sortStr=Alphabetical&uid=a07Sr00000cQykrIAC&sfdcIframeOrigin=https%3A%2F%2Fatamis-1928.lightning.force.com)

<https://health-family.force.com/s/Welcome>

Total value (estimated)

- £300,000 excluding VAT
- £300,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 15 September 2025 to 14 September 2026
- Possible extension to 14 September 2027
- 2 years

Description of possible extension:

The contract can be extended for a further 12 months - total contractual cost including all extensions £300,000

Options

The right to additional purchases while the contract is valid.

The initial contract value is £150,000 and there will be an optional extension of £150,000 (Total contract value for the full 24 months £300,00 (Exclusive of VAT)).

Main procurement category

Services

CPV classifications

- 80000000 - Education and training services

Contract locations

- UK - United Kingdom
 - UKE42 - Leeds
-

Participation

This procurement is reserved for

UK suppliers

Conditions of participation

Ability to provide accredited training at level 7 to Nurses and Midwives.

Submission

Enquiry deadline

12 August 2025, 5:00pm

Tender submission deadline

22 August 2025, 5:00pm

Submission address and any special instructions

<https://atamis-1928-->

[prospend.vf.force.com/apex/CS_ContractPage?filters=&page=1&Preview=Yes&searchStr=&SearchType=Projects&sortStr=Alphabetical&uid=a07Sr00000cQykrIAC&sfdcIFrameOrigin=https%3A%2F%2Fatamis-1928.lightning.force.com](https://atamis-1928--prospend.vf.force.com/apex/CS_ContractPage?filters=&page=1&Preview=Yes&searchStr=&SearchType=Projects&sortStr=Alphabetical&uid=a07Sr00000cQykrIAC&sfdcIFrameOrigin=https%3A%2F%2Fatamis-1928.lightning.force.com)

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Tenders may be submitted electronically

Yes

Award criteria

Name	Type	Weighting
Quality	Quality	70.00%
Price	Price	30.00%

Procedure

Procedure type

Below threshold - open competition

Special regime

Light touch

Contracting authority

NHS England

- Public Procurement Organisation Number: PDPT-3135-BWWY

Wellington House, 133-135 Waterloo Rd

London

SE1 8UG

United Kingdom

Email: mark.gilbert10@nhs.net

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

Region: UKI45 - Lambeth

Organisation type: Public authority - central government