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Award

Baby Box Scheme

Wandsworth Borough Council

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

Notice identifier: 2025/S 000-047452

Procurement identifier (OCID): ocds-h6vhtk-0584a8

Published 8 August 2025, 7:19pm

Scope

Description

Through its baby box scheme, Wandsworth Council wants to ensure that all new young parents have access to the items needed for their child's development, safety and play. The baby box scheme includes a physical baby box and wrap-around support for young new parents aged 20 and below (or 25 for those with additional vulnerabilities). The baby box scheme will deliver an end-to-end early years support service, including a portal for registration and referral processes, a contact centre for enquiries and queries, and sourcing, packing and delivering the physical baby boxes themselves. This notice is signalling the Council's intention to direct award a contract to the supplier for a period of 21 months 11 days - from 21 August 2025 to 31 May 2027.

Contract 1. Baby Box Scheme

Supplier

- Field Management Ireland

Contract value

- £251,000 excluding VAT
- £251,000 including VAT

Above the relevant threshold

Earliest date the contract will be signed

21 August 2025

Contract dates (estimated)

- 21 August 2025 to 31 May 2027
- 1 year, 9 months, 11 days

Main procurement category

Services

CPV classifications

- 33750000 - Baby care products
- 85323000 - Community health services

Contract locations

- UKI - London

Participation

Particular suitability

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

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Single supplier - technical reasons

With no other identified alternative suppliers in the market, Field Management Ireland are uniquely positioned to design and deliver this pioneering early years support package for new parents.

Supplier

Field Management Ireland

- Companies House: FC033379

Second Floor West Wing The Ormeau Baths, 18 Ormeau Avenue

Belfast

BT2 8HS

United Kingdom

Email: hello@fmi.ie

Region: UKN06 - Belfast

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Baby Box Scheme

Contracting authority

Wandsworth Borough Council

- Public Procurement Organisation Number: PVLQ-8225-QVHT

TOWN HALL, Wandsworth High Street

Wandsworth

SW18 2PU

United Kingdom

Email: Procurement@richmondandwandsworth.gov.uk

Region: UKI34 - Wandsworth

Organisation type: Public authority - sub-central government