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Contract

Digital Birth Preparation Programme

LIVERPOOL WOMEN'S NHS FOUNDATION TRUST

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

Notice identifier: 2025/S 000-049048

Procurement identifier (OCID): ocds-h6vhtk-0588ba

Published 15 August 2025, 11:10am

Scope

Reference

C381629

Description

Pilot the delivery of a revised ante-natal natal programme from autumn 2025

The core requirements of the programme are:

(i) Provision of:

- Specialist RealBirth training for midwives
- Marketing materials materials (Banners, posters, leaflets, social media in various languages)
- Digital Birth Preparation Workshop with a bespoke workshop page

- Support for community engagement and accessing those families who are under served
 - Dashboard providing live user uptake and engagement
 - an evidence-based ante-natal programme that is delivered by fully trained staff, who have the appropriate level of knowledge, experience and expertise.
 - Ongoing support and coaching for midwifery staff to support implementation
-

Contract 1

Supplier

- The Real Birth Company Limited

Contract value

- £24,000 excluding VAT
- £28,800 including VAT

Below the relevant threshold

Date signed

2 June 2025

Contract dates

- 1 July 2025 to 30 June 2027
- 2 years

Main procurement category

Services

CPV classifications

- 80561000 - Health training services

Contract locations

- UKD - North West (England)

Procedure

Procedure type

Below threshold - unknown

Supplier

The Real Birth Company Limited

The Old Magistrates Court

Hereford

HR1 2HU

United Kingdom

Email: zoe@therealbirthcompanyltd.com

Region: UKG11 - Herefordshire, County of

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

LIVERPOOL WOMEN'S NHS FOUNDATION TRUST

- NHS Organisation Data Service: REP
- Public Procurement Organisation Number: PVNM-7611-RDDL

Crown Street

Liverpool

L8 7SS

United Kingdom

Email: procurement@lwh.nhs.uk

Website:

<https://www.uhliverpool.nhs.uk/our-hospitals/liverpool-womens-university-hospital>

Region: UKD72 - Liverpool

Organisation type: Public authority - central government