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Award

Three year licence agreement with Essential Parent for parenting app to be used by parents in Oldham

Oldham Metropolitan Borough Council

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

Notice identifier: 2025/S 000-049304

Procurement identifier (OCID): ocids-h6vhtk-058958

Published 15 August 2025, 8:42pm

Scope

Description

This contract is to invest in the Essential Parent (EP) Family Hub App that has recently been developed with GMCA and the GM localities.

The investment will allow Oldham to provide all parents with a free at the point of use app that supports families from pregnancy through to 19 years (or 25 years for young people with additional needs).

The total cost of the 3-year licence is £66,000.

Contract 1

Supplier

- Essential Parent Company Ltd

Contract value

- £79,200 including VAT

Below the relevant threshold

Earliest date the contract will be signed

25 August 2025

Contract dates (estimated)

- 26 August 2025 to 31 March 2028
- 2 years, 7 months, 6 days

Main procurement category

Services

CPV classifications

- 85000000 - Health and social work services

Contract locations

- UKD3 - Greater Manchester

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Procedure

Procedure type

Below threshold - without competition

Supplier

Essential Parent Company Ltd

Cowley Road

Cambridge

CB4 0WS

United Kingdom

Email: hello@essentialparent.com

Region: UKH12 - Cambridgeshire CC

Contract 1

Contracting authority

Oldham Metropolitan Borough Council

- Public Procurement Organisation Number: PMRJ-8362-DVNT

Spindles Shopping Centre, West Street

Oldham

OL1 1HD

United Kingdom

Email: commercial.procurementunit@oldham.gov.uk

Region: UKD37 - Greater Manchester North East

Organisation type: Public authority - sub-central government