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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): ocds-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.

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### **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

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## Participation

### Particular suitability

Small and medium-sized enterprises (SME)

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## Procedure

### Procedure type

Below threshold - without competition

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## Supplier

### Essential Parent Company Ltd

Cowley Road

Cambridge

CB4 0WS

United Kingdom

Email: [hello@essentialparent.com](mailto:hello@essentialparent.com)

Region: UKH12 - Cambridgeshire CC

Contract 1

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## 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](mailto:commercial.procurementunit@oldham.gov.uk)

Region: UKD37 - Greater Manchester North East

Organisation type: Public authority - sub-central government