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Planning

DHSC: OHID: National Breast Feeding Helpline 2026

Department of Health & Social Care

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-049662

Procurement identifier (OCID): ocds-h6vhtk-052446

Published 18 August 2025, 10:15pm

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Scope

Reference

W185258

Description

We are intending to re-procure for a provider to deliver the National Breastfeeding Helpline, which provides breastfeeding information, guidance and applicable support via a 24-hour helpline for families across the UK. The Department of Health and Social Care will be running a market engagement event on Wednesday 17th September at 10am.

If you would like to register your interest to attend the market engagement event for this procurement, please email Matt Land (CCSInbox@dhsc.gov.uk) by 5pm on Monday 15th September 2025.

Please note that due to annual leave, potential providers may not receive an

acknowledgement of their email registering interest in the event until Friday 5th September 2025.

Potential providers are requested to nominate a maximum of three (3) individuals to attend the market engagement event.

For the avoidance of doubt, this is not a call for competition and DHSC are under no obligation to proceed with any formal procurement procedure. The market engagement exercise is being used as an opportunity to gather feedback to better understand market capabilities, refine the procurement strategy, and encourage supplier engagement.

Total value (estimated)

- £3,144,000 excluding VAT
- £3,772,800 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 April 2026 to 31 March 2029
- Possible extension to 31 March 2030
- 4 years

Main procurement category

Services

CPV classifications

- 85312310 - Guidance services

- 79512000 - Call centre
- 72253000 - Helpdesk and support services

Engagement

Engagement deadline

15 September 2025

Engagement process description

As described in this preliminary engagement notice, DHSC is seeking potential providers who are interested in bidding for the National Breastfeeding Helpline, which will provide breastfeeding information, guidance and applicable support via a 24-hour helpline for families across the UK. Potential providers should register their interest by the date specified within this notice. Following the market engagement event, DHSC will issue follow-up questionnaires to attendees to obtain feedback on the outline specification, and the likelihood of success of the procurement.

Participation

Particular suitability

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

Submission

Publication date of tender notice (estimated)

20 October 2025

Procedure

Special regime

Light touch

Contracting authority

Department of Health & Social Care

- Public Procurement Organisation Number: PMQG-9965-CHZR

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London

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United Kingdom

Contact name: Matt Land - Commercial Lead

Email: ccsinbox@dhsc.gov.uk

Website:

<https://www.gov.uk/government/organisations/department-of-health-and-social-care>

Region: UKI32 - Westminster

Organisation type: Public authority - central government