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Award

Telford & Wrekin Council Family Hub Parent Infant Relationships and Parenting Support Services

Borough of Telford & Wrekin

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-052919

Procurement identifier (OCID): ocds-h6vhtk-0562ba ([view related notices](#))

Published 1 September 2025, 4:13pm

Scope

Description

Telford & Wrekin Council is seeking providers with expertise in developing and delivering community-based Parent Infant relationship and Parenting support for new parents in the following initiatives within the Telford area: Lot 1. Perinatal Mental Health Social Prescribing - offering non-clinical interventions and connecting parents in the perinatal period with a wide range of community resources to holistically address their emotional, social, and practical needs. Lot 2. New Fathers Offer Best Start in Life - To develop an antenatal and postnatal offer for new Dads, in person and digital. Lot 3. Peripartetic Mental Health Support Best Start in Life - To provide a listening support service within existing provision in the community to encourage and engage more conversations about healthy attachments and relationships which support PIR and PNMH.

Lot LOT-0001. Perinatal Mental Health Social Prescribing

Description

Telford & Wrekin Council seeks a provider with expertise in developing and delivering community-based Perinatal Mental Health Social Prescribing. By offering non-clinical interventions and connecting parents in the perinatal period with a wide range of community resources to holistically address their emotional, social, and practical needs.

Lot LOT-0002. New Fathers Offer - Best Start in Life

Description

- Develop an antenatal and postnatal offer for new Dads, in person, and digital.
- Coproduce this offer with Dads
- Work in partnership with Midwifery, ShropCom 0-19, Local Authority and VCS partners when producing the offer to ensure robust pathways are in place.
- There is an expectation to join the Father inclusive steering group and to work with the Fatherhood Champions to ensure Father Inclusive practice is embedded

Lot LOT-0003. Peripartetic Mental Health Support - Best Start in Life

Description

- Provide a listening support service within existing provision in the community to encourage and engage more conversations about healthy attachments and relationships which support PIR and PNMH
- Signposting and refer to relevant provisions, including Perinatal Mental Health, MIND and Family Hub partners
- The emphasis is on professionals reaching parents, especially those from seldom heard groups.

Contract 1

Lots

Lot LOT-0001. Perinatal Mental Health Social Prescribing

Lot LOT-0002. New Fathers Offer - Best Start in Life

Lot LOT-0003. Peripatetic Mental Health Support - Best Start in Life

Suppliers (3)

- CHALLENGING PERCEPTIONS
- Telford Mind
- Telford Mind

Contract value

- £195,000 excluding VAT
- £195,000 including VAT

Below the relevant threshold

Award decision date

1 September 2025

Earliest date the contract will be signed

10 September 2025

Contract dates (estimated)

- 1 October 2025 to 30 September 2026
- Possible extension to 30 September 2027
- 2 years

Description of possible extension:

Option to extend by up to one further year

Main procurement category

Services

CPV classifications

- 85100000 - Health services
- 85310000 - Social work services

Contract locations

- UKG2 - Shropshire and Staffordshire

Information about tenders

Lot LOT-0001. Perinatal Mental Health Social Prescribing

- 3 tenders received
 - 3 tenders assessed in the final stage:
 - 0 submitted by small and medium-sized enterprises (SME)
 - 3 submitted by voluntary, community and social enterprises (VCSE)
 - 3 suppliers awarded contracts
 - 0 suppliers unsuccessful (details included for contracts over £5 million)
-

Lot LOT-0002. New Fathers Offer - Best Start in Life

- 3 tenders received
 - 3 tenders assessed in the final stage:
 - 0 submitted by small and medium-sized enterprises (SME)
 - 3 submitted by voluntary, community and social enterprises (VCSE)
 - 3 suppliers awarded contracts
 - 0 suppliers unsuccessful (details included for contracts over £5 million)
-

Lot LOT-0003. Peripatetic Mental Health Support - Best Start in Life

- 3 tenders received
 - 3 tenders assessed in the final stage:
 - 0 submitted by small and medium-sized enterprises (SME)
 - 3 submitted by voluntary, community and social enterprises (VCSE)
 - 3 suppliers awarded contracts
 - 0 suppliers unsuccessful (details included for contracts over £5 million)
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Procedure

Procedure type

Below threshold - open competition

Suppliers

CHALLENGING PERCEPTIONS

- Charity Commission (England and Wales): 1198690
- Public Procurement Organisation Number: PQXL-3191-NWTM

Park Lane

Woodside

TF7 5QZ

United Kingdom

Email: info@challengingperceptions.co.uk

Website: <http://www.cptelford.co.uk>

Region: UKG21 - Telford and Wrekin

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): Yes

Contract 1

Telford Mind

Court Street

Madeley

TF7 5BP

United Kingdom

Email: talk2@telford-mind.co.uk

Region: UKG21 - Telford and Wrekin

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): Yes

Contract 1

Telford Mind

- Charity Commission (England and Wales): 1186627
- Public Procurement Organisation Number: PHCH-9117-LGQJ

Court Street Medical Centre

Court Street

TF7 5EE

United Kingdom

Email: talk2@telford-mind.co.uk

Website: <http://www.telford-mind.co.uk>

Region: UKG21 - Telford and Wrekin

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): Yes

Contract 1

Contracting authority

Borough of Telford & Wrekin

- Public Procurement Organisation Number: PHHD-5776-GZNN

Darby House, Telford Town Centre, Lawn Central,

Telford, Shropshire

TF3 4JA

United Kingdom

Email: procurement@telford.gov.uk

Region: UKG21 - Telford and Wrekin

Organisation type: Public authority - sub-central government