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Contract

CN240199 - Place Based Infant Feeding Peer Support Service

Kent County Council

F03: Contract award notice

Notice identifier: 2025/S 000-054602

Procurement identifier (OCID): ocids-h6vhtk-04d593

Published 8 September 2025, 12:04pm

Section I: Contracting authority

I.1) Name and addresses

Kent County Council

County Hall

Maidstone

ME14 1XQ

Contact

Mrs Alison Newman

Email

Alison.newman@kent.gov.uk

Telephone

+44 3000415555

Country

United Kingdom

Region code

UKJ4 - Kent

Internet address(es)

Main address

<http://www.kent.gov.uk>

Buyer's address

<http://www.kent.gov.uk>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

Health

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

CN240199 - Place Based Infant Feeding Peer Support Service

Reference number

DN777546

II.1.2) Main CPV code

- 85323000 - Community health services

II.1.3) Type of contract

Services

II.1.4) Short description

The Place-Based Infant Feeding Peer Support Service will support prospective and expectant parents and carers, and parent and carers who reside in Kent with infant feeding through local accessible sessions. The Service will work with local communities to change attitudes towards breastfeeding. The Service will be non-judgemental and understanding towards a family's feeding choices.

The Service is for prospective parents and carers, expectant parents and carers, and parent and carers of infants up to approximately one year of age. This is a universal Service with open access.

The Service will work with local communities, especially in areas with lower breastfeeding rates and/or where a specific need is identified for example; younger mothers, geographically isolated communities, faith groups, non-English language groups or mothers of twins and multiples and Gypsy, Roma and Traveller communities.

The Service will align with four Health and Care Partnership areas in three distinct lots:

- Dartford, Gravesham and Swanley AND Swale
- East Kent (Thanet, Dover, Folkestone and Hythe, Canterbury and Ashford)
- West Kent (Maidstone, Tunbridge Wells, Tonbridge and Malling and Sevenoaks (excluding Swanley)

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £2,769,108.44

II.2) Description

II.2.1) Title

Lot 1

Lot No

1

II.2.2) Additional CPV code(s)

- 85100000 - Health services

II.2.3) Place of performance

NUTS codes

- UKJ4 - Kent

II.2.4) Description of the procurement

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II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Lot 2

Lot No

2

II.2.2) Additional CPV code(s)

- 85000000 - Health and social work services

II.2.3) Place of performance

NUTS codes

- UKJ4 - Kent

II.2.4) Description of the procurement

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II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Lot 3

Lot No

3

II.2.2) Additional CPV code(s)

- 850000000 - Health and social work services

II.2.3) Place of performance

NUTS codes

- UKJ4 - Kent

II.2.4) Description of the procurement

The Place-Based Infant Feeding Peer Support Service will support prospective and expectant parents and carers, and parent and carers who reside in Kent with infant feeding through local accessible sessions. The Service will work with local communities to change attitudes towards breastfeeding. The Service will be non-judgemental and understanding towards a family's feeding choices.

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Service with open access.

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II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2025/S 000-002297](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

8 September 2025

V.2.2) Information about tenders

Number of tenders received: 4

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

National Childbirth Trust

27 Old Gloucester Street

London

WC1N 3AX

Country

United Kingdom

NUTS code

- UKJ4 - Kent

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £2,762,108.44

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Kent County Council

Maidstone

ME14 1XQ

Country

United Kingdom