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Contract

Maternity and Neonatal Advocacy Service (MNISA)

NHS NORTH EAST AND NORTH CUMBRIA INTEGRATED CARE BOARD

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-055101

Procurement identifier (OCID): ocds-h6vhtk-0596e2

Published 9 September 2025, 3:26pm

Scope

Reference

ICB - 094

Description

This serves as notice of a direct award of a contract to People First for the provision of a Maternity and Neonatal Advocacy Service (MNISA), funding for this service is provided to the ICB via a national pilot through NHSE, this is made in accordance with Schedule 5 of the Procurement Act 2023 (PA23) for non-healthcare services, direct award for below threshold.

Contract Length - 01 September 2025 - 31st March 2026 with an option to extend to 31st October 2026 following confirmation of further funding.

Total value - £110,000

Contract 1. Maternity and Neonatal Advocacy Service (MNISA)

Supplier

- PEOPLE FIRST INDEPENDENT ADVOCACY

Contract value

- £110,000 excluding VAT
- £110,000 including VAT

Below the relevant threshold

Date signed

7 August 2025

Contract dates

- 1 September 2025 to 31 March 2026
- Possible extension to 31 October 2026
- 1 year, 2 months

Description of possible extension:

Confirmation that further funding might come available.

Main procurement category

Services

CPV classifications

- 85312300 - Guidance and counselling services

Contract locations

- UKC - North East (England)

Procedure

Procedure type

Below threshold - without competition

Special regime

Light touch

Supplier

PEOPLE FIRST INDEPENDENT ADVOCACY

- Companies House: 05438407

- Public Procurement Organisation Number: PDBV-9653-DJVX

People First Conference Centre, Milbourne Street

Carlisle

CA2 5XB

United Kingdom

Email: bidwriting@wearepeoplefirst.co.uk

Website: <https://wearepeoplefirst.co.uk/>

Region: UKD12 - East Cumbria

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): Yes

Contract 1. Maternity and Neonatal Advocacy Service (MNISA)

Contracting authority

NHS NORTH EAST AND NORTH CUMBRIA INTEGRATED CARE BOARD

- NHS Organisation Data Service: QHM
- Public Procurement Organisation Number: PMYZ-6944-BYLH

PEMBERTON HOUSE COLIMA AVENUE SUNDERLAND ENTERPRISE PARK

Sunderland

SR5 3XB

United Kingdom

Email: nencicb.procurement@nhs.net

Region: UKC23 - Sunderland

Organisation type: Public authority - central government