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Contract

## **Breast Screening Behavioural Insights: North East, Cumbria and Yorkshire**

NHS England

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

Notice identifier: 2025/S 000-059286

Procurement identifier (OCID): ocds-h6vhtk-056a46 ([view related notices](#))

Published 24 September 2025, 2:11pm

### **Scope**

### **Reference**

C378942

### **Description**

A behavioural insight project for the understanding the motivations and barriers of women becoming eligible for their first breast screen to support improvements in uptake of the offer and reduce health inequalities across the North East and Yorkshire

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## **Contract 1. Breast Screening Behavioural Insights: North East, Cumbria and Yorkshire**

### **Supplier**

- [Caja Ltd.](#)

### **Contract value**

- £110,000 excluding VAT
- £132,000 including VAT

Below the relevant threshold

### **Date signed**

4 September 2025

### **Contract dates**

- 8 September 2025 to 31 March 2026
- 6 months, 23 days

### **Main procurement category**

Services

### **CPV classifications**

- 79315000 - Social research services

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## Procedure

### Procedure type

Below threshold - open competition

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## Supplier

### Caja Ltd.

IC5, Innovation Way, Keele Science Park

Keele

ST5 5NT

United Kingdom

Telephone: 01782 443 020

Email: [admin@cajagroup.com](mailto:admin@cajagroup.com)

Website: <https://www.cajagroup.com/>

Region: UKG24 - Staffordshire CC

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Breast Screening Behavioural Insights: North East, Cumbria and Yorkshire

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## **Contracting authority**

### **NHS England**

- Public Procurement Organisation Number: PDPT-3135-BWWY

Wellington House, 133-135 Waterloo Rd

London

SE1 8UG

United Kingdom

Email: [england.commercialqueries@nhs.net](mailto:england.commercialqueries@nhs.net)

Website: <https://www.england.nhs.uk/>

Region: UKI45 - Lambeth

Organisation type: Public authority - central government