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Contract

Reducing Declines in NBSS by Boosting Health Professionals' Knowledge

NHS England

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

Notice identifier: 2025/S 000-059759

Procurement identifier (OCID): ocds-h6vhtk-058a07 ([view related notices](#))

Published 25 September 2025, 2:50pm

Scope

Reference

C384001

Description

Newborn Bloodspot Screening (NBBS) is a part of 11 NHS national population screening programs in England, testing for nine Conditions. Early diagnosis can prevent severe disability or death, but screening is optional, and parents can decline.

Therefore, the objectives are to address the decline in NBBS screening uptake by understanding the underlying reasons and improving the support and training for health professionals.

A further objective is to understand why parents decline NBS screening, particularly among the 'movers in' population (babies who have moved into England) and improve health professionals' knowledge and confidence when talking to parents to increase NBS screening uptake.

Contract 1. Reducing Declines in NBSS by Boosting Health Professionals' Knowledge

Supplier

- [ICE Creates Limited](#)

Contract value

- £39,865 excluding VAT
- £47,838 including VAT

Below the relevant threshold

Date signed

24 September 2025

Contract dates

- 29 September 2025 to 31 March 2026
- 6 months, 2 days

Main procurement category

Services

CPV classifications

- 85100000 - Health services
- 33651600 - Vaccines

Procedure

Procedure type

Below threshold - open competition

Supplier

ICE Creates Limited

Unit 2 Abbots Quay, Monks Ferry, Birkenhead

Wirral

CH41 5LH

United Kingdom

Email: nina.illingworth@icecreates.com

Region: UKD74 - Wirral

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Reducing Declines in NBSS by Boosting Health Professionals' Knowledge

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

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

Region: UKI45 - Lambeth

Organisation type: Public authority - central government