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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 000-059761

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

Published 25 September 2025, 2:51pm

### **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 3. 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

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## **Procedure**

### **Procedure type**

Below threshold - open competition

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## **Supplier**

### **ICE Creates Limited**

Unit 2 Abbots Quay, Monks Ferry, Birkenhead

Wirral

CH41 5LH

United Kingdom

Email: [nina.illingworth@icecreates.com](mailto:nina.illingworth@icecreates.com)

Region: UKD74 - Wirral

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 3. Reducing Declines in NBSS by Boosting Health Professionals' Knowledge

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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