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Contract

Maternal Reducing Inequalities Care Bundle - Community-Led Social Media Campaign

NHS England

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

Notice identifier: 2025/S 000-072897

Procurement identifier (OCID): ocds-h6vhtk-05deea

Published 11 November 2025, 3:28pm

Scope

Reference

C400665

Description

This is for a community-driven piece of work to raise awareness and understanding importance of vitamin D during pregnancy.

The campaign will build trust and dialogue with communities through familiar and relatable messengers.

The work will include paid social media campaign planning and delivery, recruitment and activation of community voices/micro-influencers, creation of multiple social assets (likely graphics, reels, posts, stories, etc.), facilitation of community engagement activities (both online and offline), ongoing monitoring, analytics, and reporting of reach/engagement.

Contract 1. Maternal Reducing Inequalities Care Bundle - Community-Led Social Media Campaign

Supplier

- [MULTICULTURAL MARKETING CONSULTANCY LTD](#)

Contract value

- £28,000 excluding VAT
- £33,600 including VAT

Below the relevant threshold

Date signed

30 September 2025

Contract dates

- 1 October 2025 to 31 March 2026
- 6 months

Main procurement category

Services

CPV classifications

- 85100000 - Health services

Procedure

Procedure type

Below threshold - limited competition

Supplier

MULTICULTURAL MARKETING CONSULTANCY LTD

- Companies House: 07987194

311 Regents Park Road, London, England, N3 1DP

London

N3 1DP

United Kingdom

Email: info@mmc-uk.co.uk

Region: UKI71 - Barnet

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

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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

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

Region: UKI45 - Lambeth

Organisation type: Public authority - central government