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Contract

## **Maternal Reducing Inequalities Care Bundle - Health Awareness Video Campaign**

NHS England

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

Notice identifier: 2025/S 000-072903

Procurement identifier (OCID): ocds-h6vhtk-05def0

Published 11 November 2025, 3:35pm

### **Scope**

### **Reference**

C400664

### **Description**

This is for the production and dissemination of a set of health education videos. The aim of this is to raise awareness of the importance of vitamin D supplementation during pregnancy and the benefits of early engagement with maternity services.

This will be delivered through four videos available in the 20 most widely spoken languages in London.

The work will include scriptwriting, filming, and editing of four videos, collaboration with stakeholders to validate messages, dissemination/distribution of the videos via social and community channels, evaluation of impact (reach, engagement, knowledge improvement).

## **Contract 1. Maternal Reducing Inequalities Care Bundle - Health Awareness Video Campaign**

### **Supplier**

- [MULTICULTURAL MARKETING CONSULTANCY LTD](#)

### **Contract value**

- £28,990 excluding VAT
- £34,788 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

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## Procedure

### Procedure type

Below threshold - limited competition

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## Supplier

### **MULTICULTURAL MARKETING CONSULTANCY LTD**

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

London

N3 1DP

United Kingdom

Email: [info@mmc-uk.co.uk](mailto:info@mmc-uk.co.uk)

Region: UKI71 - Barnet

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Maternal Reducing Inequalities Care Bundle - Health Awareness Video Campaign

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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