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Contract

Optivita Programme

London Borough of Harrow

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

Notice identifier: 2025/S 000-074574

Procurement identifier (OCID): ocds-h6vhtk-05e2dc

Published 18 November 2025, 6:27am

Scope

Description

Social support Initiative - Optivita is a programme which focuses on improving life chances for parents and babies who are living in some of the most disadvantaged areas of Harrow. The programme provides early health promotion and support in the first 1000 days of life through community health and wellbeing workers, social prescriber link workers and perinatal/post-natal group consultations.

Contract 1

Supplier

- BLOSSOM EDUCATION LTD

Contract value

- £130,216 excluding VAT
- £130,216 including VAT

Below the relevant threshold

Date signed

8 September 2025

Contract dates

- 8 September 2025 to 8 April 2026
- 7 months, 1 day

Main procurement category

Services

CPV classifications

- 85141100 - Services provided by midwives

Contract locations

- UKI74 - Harrow and Hillingdon

Procedure

Procedure type

Below threshold - without competition

Supplier

BLOSSOM EDUCATION LTD

04 Whitmore Road

Harrow, Middlesex

HA1 4AQ

United Kingdom

Email: hello@blossomantenatal.com

Region: UKI74 - Harrow and Hillingdon

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

London Borough of Harrow

- Public Procurement Organisation Number: PQRC-2343-GRQR

Forward Drive

Harrow

HA3 8FL

United Kingdom

Email: procurement@harrow.gov.uk

Region: UKI74 - Harrow and Hillingdon

Organisation type: Public authority - sub-central government