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Award

Healthy Start Vitamins

Birmingham City Council

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-080644

Procurement identifier (OCID): ocds-h6vhtk-05f0dc

Published 8 December 2025, 2:17pm

Scope

Reference

P3450

Description

Healthy Start is a mandatory Government initiative designed to improve the health of low-income pregnant women and families through the provision of free healthy food, milk, and vitamins. Eligibility extends to women who are at least ten weeks pregnant and families with children under four years of age in receipt of certain benefits or tax credits.

This award relates only to the vitamin component of the Healthy Start programme.

Contract 1

Supplier

- NHS Supply Chain

Contract value

- £450,000 excluding VAT
- £540,000 including VAT

Above the relevant threshold

Earliest date the contract will be signed

31 December 2025

Contract dates (estimated)

- 1 January 2026 to 31 December 2028
- Possible extension to 1 January 2029
- 3 years, 1 day

Description of possible extension:

Extension is subject to satisfactory performance and budgetary availability.

Main procurement category

Goods

CPV classifications

- 33616000 - Vitamins

Contract locations

- UKG - West Midlands (England)

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Single supplier - technical reasons

A direct award to NHS Supply Chain is justified under Section 41(1) and Schedule 5, paragraph 6 of the Procurement Act 2023, as a Direct Award in Special Cases. This approach is necessary due to the absence of viable competition for technical reasons and the lack of reasonable alternatives. NHS Supply Chain is the sole provider capable of

meeting the statutory and policy requirements of the Healthy Start programme.

Awarding directly ensures compliance with legal obligations, supports the delivery of essential public health services, and aligns with wider Council policy objectives.

Supplier

NHS Supply Chain

- Companies House: 10881715

West Way, Cotes Park Industrial Estate, Alfreton

Derbyshire

DE55 4QJ

United Kingdom

Email: jake.surgey1@supplychain.nhs.uk

Region: UKF13 - South and West Derbyshire

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

Birmingham City Council

- Public Procurement Organisation Number: PCJJ-4826-QMLZ

Council House, 1 Victoria Square

Birmingham

B1 1BB

United Kingdom

Contact name: Commercial and Procurement Services

Email: etendering@birmingham.gov.uk

Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government