

**Oldham Borough Council
Record of Decision**



1. **TITLE:** Approval to award a 12-month contract for a breast-feeding support app

2. **SERVICE AREA:** Children's Services

3. **PURPOSE OF DECISION**

As part of the Family Hubs programme, the theme of infant feeding includes funding for a breast-feeding support app which would be accessible 24/7 for families. The proposed app offers comprehensive support to families from conception through the first two years of a child's life – the first 1001 days.

4. **DECISION MADE BY:** Executive Director - Children and Young People (DCS)

5. **DECISION:**

RESOLVED - to award a 12-month contract to the most economically advantageous provider (Anya) to provide a breastfeeding support App.

6. **REASON FOR DECISION**

To offer a comprehensive support to families from conception through the first two years of a child's life – the first 1001 days.

Option 1 - to award a 12 month contract to the most economically advantageous provider (Anya) to provide a breastfeeding support App.

Option 2 - To not proceed with the commission of a breastfeeding support app, and have a gap in provision for digital breastfeeding support. This risk associated with this option is that Oldham initiation and sustained breastfeeding rates will likely remain below the England average. Given the health benefits of breastfeeding to mothers and babies, this was not recommended.

7. **ALTERNATIVE OPTIONS CONSIDERED**

Option 1 (Preferred Option) - to award a 12 month contract to the most economically advantageous provider (Anya) to provide a breastfeeding support App.

Option 2 - To not proceed with the commission of a breastfeeding support app, and have a gap in provision for digital breastfeeding support. This risk associated with this option is that Oldham initiation and sustained breastfeeding rates will likely remain below the England average. Given the health benefits of breastfeeding to mothers and babies, this was not recommended.

8. **INTERESTS AND NATURE OF INTERESTS DECLARED**

None

9. **PRINCIPAL GROUPS CONSULTED:** Not applicable

10. **DOCUMENT CONSIDERED:** DDR Infant Feeding App Family Hubs - August 2025

Final.pdf