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Contract

Hampshire and Isle of Wight Smoking Cessation Services

HAMPSHIRE COUNTY COUNCIL
Isle of Wight Council

F03: Contract award notice

Notice identifier: 2025/S 000-000035

Procurement identifier (OCID): ocds-h6vhtk-0482a8

Published 2 January 2025, 3:17pm

Section I: Contracting authority

I.1) Name and addresses

HAMPSHIRE COUNTY COUNCIL

The Castle

WINCHESTER

SO238ZB

Contact

Martin Kelly

Email

martin.kelly@hants.gov.uk

Telephone

+44 1962832153

Country

United Kingdom

Region code

UKJ36 - Central Hampshire

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.hants.gov.uk/>

I.1) Name and addresses

Isle of Wight Council

County Hall, High St

Newport

PO30 1UD

Contact

vanessa.squibb@iow.gov.uk

Email

vanessa.squibb@iow.gov.uk

Country

United Kingdom

Region code

UKJ34 - Isle of Wight

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.iow.gov.uk>

I.2) Information about joint procurement

The contract involves joint procurement

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Hampshire and Isle of Wight Smoking Cessation Services

Reference number

AS24420

II.1.2) Main CPV code

- 85100000 - Health services

II.1.3) Type of contract

Services

II.1.4) Short description

Hampshire County Council currently commissions separate Stop Smoking Services which

support over 3,500 people each year to quit smoking with the help of trained specialists. The aim of these services is to reduce smoking and its associated health risks in the local population. The delivery of the current Stop Smoking Services expires on 31st March 2025.

Hampshire County Council will be looking to recommission expanded specialist Hampshire Smoking Cessation Services, including a nicotine reduction service for those wishing to stop all nicotine use, to maximise the support provided by the recently awarded Local Stop Smoking and Support Grant. Key components of the service include personalised quit plans, one-to-one counselling, group support sessions, and the provision of nicotine replacement therapies or prescribed medications.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £19,571,292

II.2) Description

II.2.1) Title

Hampshire Smoking Cessation Service

Lot No

1

II.2.2) Additional CPV code(s)

- 85100000 - Health services

II.2.3) Place of performance

NUTS codes

- UKJ35 - South Hampshire
- UKJ36 - Central Hampshire
- UKJ37 - North Hampshire

II.2.4) Description of the procurement

Hampshire County Council currently commissions separate Stop Smoking Services which support over 3,500 people each year to quit smoking with the help of trained specialists. The aim of these services is to reduce smoking and its associated health risks in the local population. The delivery of the current Stop Smoking Services expires on 31st March 2025.

Hampshire County Council will be looking to re-commission expanded specialist Hampshire Smoking Cessation Services, including a nicotine reduction service for those wishing to stop all nicotine use, to maximise the support provided by the recently awarded Local Stop Smoking and Support Grant. Key components of the service include personalised quit plans, one-to-one counselling, group support sessions, and the provision of nicotine replacement therapies or prescribed medications.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.11) Information about options

Options: No

II.2.14) Additional information

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2) Description

II.2.1) Title

The Isle of Wight Smoking Cessation Service

Lot No

2

II.2.2) Additional CPV code(s)

- 85100000 - Health services

II.2.3) Place of performance

NUTS codes

- UKJ34 - Isle of Wight

II.2.4) Description of the procurement

The Isle of Wight Council currently commission separate Stop Smoking Services which support over 500 people each year to quit smoking with the help of trained specialists. The aim of these services is to reduce smoking and its associated health risks in the local population. The delivery of the current Stop Smoking Services expires on 31st March 2025.

Isle of Wight Council will be looking to recommission expanded specialist Isle of Wight Stop Smoking Services, including a nicotine reduction service for those wishing to stop all nicotine use, to maximise the support provided by the recently awarded Local Stop Smoking and Support Grant. Key components of the service include personalised quit plans, one-to-one counselling, group support sessions, and the provision of nicotine replacement therapies or prescribed medications.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.11) Information about options

Options: No

II.2.14) Additional information

Price is not the only award criterion and all criteria are stated only in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-031489](#)

Section V. Award of contract

Title

Hampshire Smoking Cessation Service

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 January 2025

V.2.2) Information about tenders

Number of tenders received: 3

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Thrive Tribe Ltd

London

Country

United Kingdom

NUTS code

- UKI32 - Westminster

Companies House

6475161

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £19,571,292

Total value of the contract/lot: £19,571,292

Section V. Award of contract

Title

The Isle of Wight Smoking Cessation Service

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 January 2025

V.2.2) Information about tenders

Number of tenders received: 4

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Thrive Tribe Ltd

London

Country

United Kingdom

NUTS code

- UKI32 - Westminster

Companies House

6475161

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £1,922,184

Total value of the contract/lot: £1,922,184

Section VI. Complementary information

VI.3) Additional information

This is a Provider Selection Regime (PSR) intention to award notice. The awarding of this contract is subject to the Health Care Services (Provider Selection Regime) Regulations 2023. For the avoidance of doubt, the provisions of the Public Contracts Regulations 2015 do not apply to this award. The publication of this notice marks the start of the standstill period. Representations by providers must be made to decision makers by 14th January 2025. This contract has not yet formally been awarded; this notice serves as an intention to award under the PSR.

The decision makers can be contacted at PublicHealthHampshire@hants.gov.uk

Conflicts of interest identified among the PSR Open Procurement Evaluation/Assessment Panel: 0

The relative importance of the key criteria that both of the relevant authorities used to make a decision was published as part of this procurement on 2nd October 2024. This criteria was used by the evaluation panel in choosing the provider for Lot 1 and Lot 2 in accordance with the published criteria.

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Representations by providers must be made to the relevant authority by 14th January 2025. This contract has not yet formally been awarded; this notice serves as an intention to award under the PSR.

VI.4) Procedures for review

VI.4.1) Review body

NHS England PSR Panel

London

Country

United Kingdom