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Award

High Street Shopping Digital Gift Card and Vouchers for the Stop Smoking Incentive Programme

City of Bradford Metropolitan District Council

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-004071

Procurement identifier (OCID): ocds-h6vhtk-06080b

Published 16 January 2026, 4:30pm

Scope

Reference

CBMC-PTR-215-2025-26

Description

The Council is seeking to appoint a Supplier to purchase digital high street digital gift cards to deliver an incentive pilot programme for people to stop smoking. Currently, the Council's Public Health team delivers smoking cessation services (Living Well Stop Smoking Services) and there is a grant through the Department of Health and Social Care to support Bradford to be Smokefree by 2030. The Living Well Stop Smoking Service is delivering a pilot incentive programme within the BD4 area in January 2026 to June 2026. BD4 has a high rate of the adult population that smoke, and the incentive programme will target these more hardened smokers to make a quit attempt and support them to become smokefree. Smoking cessation interventions have been shown to be one of the most cost-effective of all life-saving treatments provided within healthcare systems - savings have been calculated to be somewhere in the region of £1,000 per life year gained, compared with more than £15,000 for the average life-saving treatment. Understanding these costs to society, and the benefits of stop smoking services, shows the importance of local stop

smoking services and the positive impact on the local health economy. Use the link to access more information on the smoking statistics in the Bradford area.

Contract 1. High Street Shopping Digital Gift Card and Vouchers for the Stop Smoking Incentive Programme

Supplier

- Park Retail Limited t/a Love2shop

Contract value

- £46,000 excluding VAT
- £55,200 including VAT

Below the relevant threshold

Award decision date

17 December 2025

Earliest date the contract will be signed

16 January 2026

Contract dates (estimated)

- 19 January 2026 to 19 January 2027
- 1 year, 1 day

Main procurement category

Goods

CPV classifications

- 18530000 - Presents and rewards

Contract locations

- UKE41 - Bradford

Procedure

Procedure type

Below threshold - without competition

Supplier

Park Retail Limited t/a Love2shop

- Public Procurement Organisation Number: PHRP-6667-WZCL

Valley Road

Birkenhead

CH41 7ED

United Kingdom

Telephone: +44 7909922419

Email: bids@love2shop.co.uk

Region: UKD74 - Wirral

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. High Street Shopping Digital Gift Card and Vouchers for the Stop Smoking Incentive Programme

Contracting authority

City of Bradford Metropolitan District Council

- Public Procurement Organisation Number: PBWW-4714-TBHN

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Region: UKE41 - Bradford

Organisation type: Public authority - sub-central government