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Contract

SMOKING CESSATION SUPPORT SERVICE

SANDWELL METROPOLITAN BOROUGH COUNCIL

F03: Contract award notice

Notice identifier: 2025/S 000-005699

Procurement identifier (OCID): ocids-h6vhtk-04b587

Published 18 February 2025, 5:49pm

Section I: Contracting authority

I.1) Name and addresses

SANDWELL METROPOLITAN BOROUGH COUNCIL

Freeth Street

OLDBURY

B693DB

Contact

Tharmista Godbehere

Email

tharmista_godbehere@sandwell.gov.uk

Telephone

+44 1215692200

Country

United Kingdom

Region code

UKG37 - Sandwell

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

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

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

SMOKING CESSATION SUPPORT SERVICE

Reference number

PH0172-2

II.1.2) Main CPV code

- 85000000 - Health and social work services

II.1.3) Type of contract

Services

II.1.4) Short description

Sandwell Metropolitan Borough Council wish to commission a Smoking Cessation Service that is innovative, adaptable, and aspirational, that supports the council to achieve its vision for all smokers in Sandwell to be supported to stop or at least reduce the harm associated with their smoking or tobacco use.

The total possible contract term advertised was 4 years with a possible maximum value of £3,600,000 available to deliver Smoking Cessation Support Service of which £1,800,000 is subject to confirmation of government grants monies Local Stop Smoking Services and Support Grant (LSSSG). Therefore, the initial annual contract value will be £450,000 which may increase to £900,000 subject to LSSSG grant confirmation and council decision to include this funding within the contract.

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £3,600,000

II.2) Description

II.2.2) Additional CPV code(s)

- 85100000 - Health services

II.2.3) Place of performance

NUTS codes

- UKG37 - Sandwell

II.2.4) Description of the procurement

Sandwell Metropolitan Borough Council wish to commission a Smoking Cessation Service that is innovative, adaptable, and aspirational, that supports the council to achieve its vision for all smokers in Sandwell to be supported to stop or at least reduce the harm associated with their smoking or tobacco use.

Sandwell Smoking Cessation Support Service has a vision of enhancing health and wellbeing, improving physical and psychological quality of life and reducing the risk of disease and illness in individuals, families and communities.

The provision of required Smoking Cessation Support will therefore ensure that it operates as a preventative and a clinical programme that focuses on behaviour change.

The new Smoking Cessation Support Service must be an efficiently delivered service which prioritises the needs of smokers in our population that need the service the most.

Core to service delivery is innovation and flexibility to respond to emerging developments such as advances in technologies, new research findings and system-wide developments afforded from national and local delivery ambitions.

It is expected that there will be 2 main elements to service delivery:

- A specialist service for smoking cessation(covering all pharmacological and behavioural support intervention delivery management as well as delivery of brief advice/smoking cessation training to stakeholders and partners). This element will require delivery across the system - in particular to reflect and involve organisations/settings/groups who already encounter populations with a high prevalence of smokers.
- A self-help option for cessation of smoking(directed at those already inclined to quit and with the necessary access/resource to do so). This element will be accessed by smokers wanting to quit but not interested in the conventional approach of face-to-face or telephone support. Behavioural support will be delivered through digital means including regular motivational messages that can track progress. Should any pharmacological needs be required alongside this, the Provider will manage such provision.

Where appropriate, vape supply and support is to be ensured across both elements

towards a harm reduction and quit approach.

The service is also expected to provide an offer for vape initiators (never smokers) who may request support to stop vaping.

There is a total possible contract term of 4 years with a possible maximum value of £3,600,000 available to deliver Smoking Cessation Support Service of which £1,800,000 is subject to confirmation of government grants monies Local Stop Smoking Services and Support Grant(LSSSG). Therefore, the initial annual contract value will be £450,000 which may increase to £900,000 subject to LSSSG grant confirmation and council decision to include this funding within the contract. Further information can be found in the tender documentation.

The Contract term is anticipated to be an initial term of 2 years from 01 April 2025 to 31 March 2027, with the option to extend for up to a further 2 years.

II.2.5) Award criteria

Quality criterion - Name: Question 8.1- Quality and Innovation / Weighting: 35

Quality criterion - Name: Question 8.3 - Integration, collaboration, and service sustainability / Weighting: 5

Quality criterion - Name: Question 8.4 - Improving Access, reducing health inequalities, and facilitating choice / Weighting: 10

Quality criterion - Name: Question 8.5 - Social Value / Weighting: 10

Cost criterion - Name: Question 8.2 - Value / Weighting: 40

II.2.11) Information about options

Options: Yes

Description of options

The Contract term is anticipated to be an initial term of 2 years from 01 April 2025 to 31 March 2027, with the option to extend for up to a further 2 years.

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 000-036444](#)

Section V. Award of contract

Contract No

PH0172-2

Title

SMOKING CESSATION SUPPORT SERVICE

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

17 February 2025

V.2.2) Information about tenders

Number of tenders received: 7

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

V.2.3) Name and address of the contractor

ICE Creates Ltd

2 Abbots Quay, Monks Ferry

Wirral

CH41 5LH

Country

United Kingdom

NUTS code

- UKD72 - Liverpool

Companies House

03881965

The contractor is an SME

Yes

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

Total value of the contract/lot: £3,486,309.14

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The High Court of Justice

London

Country

United Kingdom