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Contract

## Smoking Cessation Project

NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust)

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-012196

Procurement identifier (OCID): ocds-h6vhtk-05db2a ([view related notices](#))

Published 11 February 2026, 9:19am

## Scope

### Reference

CAV-DCO-(25-26) 107

### Description

In order to achieve a smoking prevalence of 5%, Welsh Government has set a series of targets for smoking cessation, including: for 5% of current smokers should access smoking cessation services and set a quit date annually, and for 40% for four-week quits to be CO validated. While smoking cessation services in Cardiff & Vale currently meet the latter target, services consistently fail to meet the former target. As such, in addition to 'Help Me Quit' smoking cessation services, Cardiff & Vale UHB is seeking to enhance its offer to reach more smokers, improve choice for smokers to help them access services which meet their needs, and increase quit numbers in pursuit of achieving national targets.

It is therefore proposed to introduce a novel approach of using cognitive behaviour therapy (no NRT, pharmacotherapy) to help smokers quit. This approach will complement

the existing 'Help Me Quit' offer which offers advice, support and medication to help smokers quit. It is intended that this novel approach and tailored marketing, advertising and recruitment techniques, will attract a different 'smoker' audience towards smoking cessation services in Cardiff & Vale with a focus on deprivation.

Delivery of on-line and/or in-person group seminars for a specified number of attendees, led by expert cognitive behavioural therapists. These seminars may last for around 5-6 hours, delivered perhaps in groups of up to 25 smokers. Attendees follow the presentation and speak with the presenter and other attendees throughout the session. At the end of the seminars, participants should leave as non-smokers.

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## **Contract 1. Smoking Cessation Project**

### **Supplier**

- Allen Carr's Easyway

### **Contract value**

- £83,333.33 excluding VAT
- £100,000 including VAT

Below the relevant threshold

### **Date signed**

11 February 2026

## **Contract dates**

- 12 February 2026 to 31 March 2026
- 1 month, 17 days

## **Main procurement category**

Services

## **CPV classifications**

- 80000000 - Education and training services

## **Contract locations**

- UK - United Kingdom

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## **Procedure**

### **Procedure type**

Below threshold - without competition

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## **Supplier**

**Allen Carr's Easyway**

- Public Procurement Organisation Number: PPJC-9826-GJZZ

42 Fernshaw Road

London

SW10 0TF

United Kingdom

Email: [nhsliaison@allencarr.com](mailto:nhsliaison@allencarr.com)

Region: UKI33 - Kensington & Chelsea and Hammersmith & Fulham

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Smoking Cessation Project

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## **Contracting authority**

### **NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust)**

- Public Procurement Organisation Number: PXWV-6492-CGMN

Woodland House,

Cardiff

CF14 4HH

United Kingdom

Contact name: Lowri Crossman

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Website: <http://nwssp.nhs.wales/ourservices/procurement-services/>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales