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Contract

## **Optometry First Services for NHS Shropshire, Telford and Wrekin Integrated Care Board**

NHS Shropshire, Telford and Wrekin Integrated Care Board

F03: Contract award notice

Notice identifier: 2025/S 000-013221

Procurement identifier (OCID): ocids-h6vhtk-04fda5

Published 4 April 2025, 4:33pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

NHS Shropshire, Telford and Wrekin Integrated Care Board

Wellington Civic Offices, Larkin Way, Tan Bank, Wellington

Telford

TF1 1LX

#### **Contact**

Emma Hardman

#### **Email**

[emma.hardman1@nhs.net](mailto:emma.hardman1@nhs.net)

#### **Country**

United Kingdom

#### **Region code**

UKG21 - Telford and Wrekin

**NHS Organisation Data Service**

QOC

**Internet address(es)**

Main address

<https://www.shropshiretelfordandwrekin.nhs.uk/>

Buyer's address

<https://health-family.force.com/s/Welcome>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Health

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Optometry First Services for NHS Shropshire, Telford and Wrekin Integrated Care Board

**II.1.2) Main CPV code**

- 85100000 - Health services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

This is a Competitive Process Intention to Award notice for Optometry First Services for NHS Shropshire, Telford and Wrekin Integrated Care Board made under the Healthcare

Services Provider Selection Regime (PSR) 2023 Regulation 11.

#### **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: £7,049,333

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKG21 - Telford and Wrekin
- UKG22 - Shropshire CC

#### **II.2.4) Description of the procurement**

This is a Competitive Process Intention to Award notice for Optometry First Services for NHS Shropshire, Telford and Wrekin Integrated Care Board made under the Healthcare Services Provider Selection Regime (PSR) 2023 Regulation 11.

A Competitive Process was undertaken for the Optometry First Services in Shropshire, Telford and Wrekin.

The aim of the community optometry first service is centred around the vision of providing timely, safe, effective, and sustainable integrated eye care services for patients at the right time, in the right location, by the right clinician with an enhanced skillset to deliver care in a community setting.

The service will utilise the knowledge and skills of primary care ophthalmic practitioners to deliver a specialist primary care optometry service where service users will be managed and monitored, where appropriate within the service, in line with the scope and acceptance criteria of each pathway.

The Optometry First Service will deliver a suite of agreed pathways in primary care optometry. Service users will be referred into the service through several routes via STW Referral Management Centre (currently RAS/TRAQS) from GPs, Optometrists, Ophthalmology services, A&E and other urgent eyecare routes. Service users can also self-present or be signposted to the CUES pathway from other routes such as pharmacy and 111. Eye Care emergencies continue to be dealt with in the A&E and Urgent Eye

Clinic.

Optometry First Service Pathways include:

- Cataract referral filtering and post-op assessment
- Glaucoma Enhanced Case Finding (ECF), Repeat Readings (RR) and low-risk monitoring
- Medical Retina referral filtering and low risk monitoring
- Community minor and urgent eyecare service(CUES)
- Children's integrated eye care service

The lifetime value of the contract is £7,049,333. The contract commences on the 1st July 2025. The Contract is for a period of 2 years and 9 month with the option to extend for up to a further 2-year period, ending 31st March 2030. The Optometry First service is a new service that is intended to be awarded to a new provider.

#### **II.2.5) Award criteria**

Price

#### **II.2.11) Information about options**

Options: No

#### **II.2.14) 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 or the Procurement Act 2023 do not apply to this award. The day after the publication of this notice marks the start of the standstill period. Representations by providers must be made to the relevant authority by midnight on Thursday 17th April 2025. This contract has not yet formally been awarded; this notice serves as an intention to award under the PSR regulations.

Written representations should be sent to [stw.stw.cmt@nhs.net](mailto:stw.stw.cmt@nhs.net), quoting this notice.

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## Section IV. Procedure

### IV.1) Description

#### IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

This contract award notice follows an F02: Contract Notice, but a link to the previous notice was not possible, the details are below:

F02: Contract Notice

Notice Identifier: 2024/S 000-036292

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

The procurement is covered by the Government Procurement Agreement: No

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## Section V. Award of contract

### Title

Optometry First Services

A contract/lot is awarded: Yes

### V.2) Award of contract

#### V.2.1) Date of conclusion of the contract

19 March 2025

#### V.2.2) Information about tenders

Number of tenders received: 2

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

**V.2.3) Name and address of the contractor**

Primary Eyecare Services Limited

Waulk Mill (2.2) 51 Bengal Street,

Manchester

M4 6LN

Country

United Kingdom

NUTS code

- UKD3 - Greater Manchester

Companies House

06722353

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: £7,049,333

Total value of the contract/lot: £7,049,333

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## **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 the 17th of March 2025. This contract has not yet formally been awarded; this notice serves as an intention to award under the PSR.

Email address where written representations should be sent: [stw.stw.cmt@nhs.net](mailto:stw.stw.cmt@nhs.net)

- Details of the award decision-makers: STW ICB Commissioning Working Group on the 19th of March 2025.

-Any declared conflicts or potential conflicts of interest of individuals making the decision and how these were managed:

No conflicts of interest were declared.

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

NHS Shropshire, Telford and Wrekin Integrated Care Board

Wellington Civic Offices, Larkin Way, Tan Bank,

Wellington, Telford

TF1 1LX

Country

United Kingdom