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Contract

## **25120 Stop Smoking Seminars**

Cambridgeshire County Council

F03: Contract award notice

Notice identifier: 2026/S 000-014405

Procurement identifier (OCID): ocds-h6vhtk-065643

Published 17 February 2026, 3:09pm

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

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

Cambridgeshire County Council

New Shire Hall Emery Crescent Enterprise Campus,

Alconbury Weald, Huntingdon

PE284YE

#### **Email**

[sarah.fuller@cambridgeshire.gov.uk](mailto:sarah.fuller@cambridgeshire.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKH12 - Cambridgeshire CC

#### **Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

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

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

Regional or local authority

**I.5) Main activity**

General public services

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## **Section II: Object**

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

#### **II.1.1) Title**

25120 Stop Smoking Seminars

Reference number

25120

#### **II.1.2) Main CPV code**

- 85100000 - Health services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Cambridgeshire County Council is appointing a provider to deliver 760 drug-free, evidence-based Stop Smoking Seminars between 1st March 2026 - 28th February 2027. The service will complement existing local stop smoking support and offer an alternative approach for individuals who prefer not to use pharmacological aids.

#### **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: £374,800

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

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

NUTS codes

- UKH12 - Cambridgeshire CC

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

This notice is an intention to award a contract under the Provider Selection Regime (PSR)

most suitable provider process.

Key requirements:

- Deliver structured, interactive group seminars (approx. 5-6 hours) in-person and virtually.
- Provide two optional follow-up sessions and ongoing support via phone/email.
- Target priority groups including routine and manual workers, people with mental health conditions, and communities with high smoking prevalence.
- Ensure accessibility, including reasonable adjustments and compliance with equality and digital standards.
- Monitor and report quit outcomes at 4, 12, 26, and 52 weeks.
- Ensure the intervention complies with NICE guideline NG209.

The initial contract period is 12 months with two further optional extensions for up to 535 additional places, subject to performance and ongoing need:

Extension 1 - 12 months

Extension 2 - 6 months

Cambridgeshire County Council has previously commissioned this service from the awarded provider, but we do not currently have an active contract for the service.

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

Quality criterion - Name: Most suitable provider process / Weighting: 100

Price - Weighting: N/A

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

Options: No

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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 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 and the Procurement Act 2023 do not apply to this award.

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

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

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

16 February 2026

#### **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**

Allen Carrs Easyway Ltd

Park House, 14 Pepys Road

London

SW20 8NH

Country

United Kingdom

NUTS code

- UKI - London

Companies House

02423347

The contractor is an SME

No

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

Total value of the contract/lot: £374,800

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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 or Procurement Act 2023 do not apply to this award. The standstill period begins on the day after the publication of this notice. Representations by providers must be made to the relevant authority by midnight at the end of the 2nd March 2026. This contract has not yet formally been awarded; this notice serves as an intention to award under the PSR.

Representations can be sent to [sarah.fuller@cambridgeshire.gov.uk](mailto:sarah.fuller@cambridgeshire.gov.uk)

Award decision-makers:

Public Health Principal - Prevention;

Executive Director: Adults, Health and Commissioning;

Head of Procurement and Commercial.

There were no conflicts of interest declared.

Relative importance of key criteria:

Quality and innovation - 45%;

Value - 30%;

Integration, collaboration and service sustainability - 10%;

Improving access, reducing health inequalities and facilitating choice - 10%;

Social value - 5%

The evaluation model reflects the five PSR criteria and places just over half the weighting on quality related factors, which is appropriate for a specialist behavioural intervention.

Quality and innovation (45%) is weighted the highest to ensure the provider can deliver an effective evidence-based service aligned with NICE NG209. Value (30%) maintains focus on value for money, recognising limited cost variation for this proprietary intervention. Overall the model is proportionate and ensures a high quality, accessible and value for money service is selected.

Allen Carr Easyway has been selected as the most suitable provider as they are the only provider offering a NICE recommended behavioural intervention (NG209) supported by a strong peer reviewed evidence base. It meets all specification requirements, including seminar length, structure, booster sessions and full follow up reporting up to 12 months, and has already delivered successfully in Cambridgeshire with outcomes meeting or exceeding expectations. The model is cost effective, easy to integrate into local pathways, and has proven effectiveness across priority populations.

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

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

N/A

N/A

Country

United Kingdom

