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Contract

## **NICE Approved Non-pharmacological Stop Smoking Seminars**

Oxfordshire County Council

F03: Contract award notice

Notice identifier: 2025/S 000-016296

Procurement identifier (OCID): ocds-h6vhtk-0505c6

Published 22 April 2025, 3:30pm

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

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

Oxfordshire County Council

3rd Floor, County Hall

Oxford

OX1 1ND

#### **Contact**

Mr Alex White

#### **Email**

[Alex.White@oxfordshire.gov.uk](mailto:Alex.White@oxfordshire.gov.uk)

#### **Telephone**

+44 7554339176

**Country**

United Kingdom

**Region code**

UKJ14 - Oxfordshire

**Internet address(es)**

Main address

<http://www.oxfordshire.gov.uk>

Buyer's address

<http://www.oxfordshire.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

NICE Approved Non-pharmacological Stop Smoking Seminars

Reference number

DN772260

#### II.1.2) Main CPV code

- 85100000 - Health services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

Oxfordshire County Council have awarded a contract following Direct Award Process A of the Health Care Services (Provider Selection Regime) Regulations 2023. For the avoidance of doubt, the Public Contract Regulations 2015 and the Procurement Act 2023 do not apply to this award.

Providing a non-pharmacological or drug free, one-off seminar to support people to quit will give service users another method of quitting. This style of support has been included as a recommendation in NICE (National Institute for Health and Care Excellence) guideline 209 . The NICE guidelines outline best-practice for providing support to smokers, and place particular emphasis on the breadth of support offered – quitting smoking is not a ‘one size fits all’ and therefore we must incorporate as many different approaches into our offer as possible, to ensure all service users have access to a technique that will work for them. The Allen Carr in-person seminars are recommended as an additional treatment option for adults who want to give up smoking. Multiple randomised control trials have evidenced the efficacy of the offer, which has the potential to elicit similar quit rates to NRT and vapes. It is important to note that the NICE recommendation is not for a generic stop-smoke seminar and specifies Allen Carr’s Easyway (ACE) only.

The ability to manage a quit in just one 5-6 hour session, will also allow many routine and manual workers, who do not always work traditional hours, to engage in the service at a time to suit their needs. Routine and manual works have a higher prevalence of smoking in

Oxfordshire, currently 15.3% (APS, 2023) and are a priority group for the service and the Council's tobacco control strategy.

This proposed service is a relevant health service, delivered directly to individuals, falling under the Healthcare Services (Provider Selection Regime) Regulations 2023 (PSR). The main CPV code is 85100000-0.

The contract commenced on 1 April 2025 and will expire on 31 March 2026. The contract will provide 140 places to people who live and work in Oxfordshire.

### **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: £48,860

## **II.2) Description**

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

NUTS codes

- UKJ14 - Oxfordshire

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

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The decision to award was taken by Ansaf Azhar, Director of Public Health and Communities.

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

Price

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

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: 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:

Oxfordshire County Council have awarded a contract following Direct Award Process A of the Health Care Services (Provider Selection Regime) Regulations 2023. For the avoidance of doubt, the Public Contract Regulations 2015 and the Procurement Act 2023 do not apply to this award.

This proposed service is a relevant health service, delivered directly to individuals, falling under the Healthcare Services (Provider Selection Regime) Regulations 2023 (PSR). The main CPV code is 85100000-0.

#### 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

A contract/lot is awarded: Yes

### V.2) Award of contract

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

24 March 2025

#### V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 0

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

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

Allen Carr's Easyway (International) Ltd

Park House 14 Pepys Road Raynes Park

London,

SW20 8NH

Country

United Kingdom

NUTS code

- UKJ14 - Oxfordshire

The contractor is an SME

Yes

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

Total value of the contract/lot: £48,860

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## **Section VI. Complementary information**

### **VI.3) Additional information**

No conflicts of interest were identified in relation to this award.

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

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

Independent Choice and Procurement Panel

Wellington House

London

SE1 8UG

Country

United Kingdom