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Contract

## **DHSC: OHID: National Smokefree Pregnancy Incentives Scheme**

Department of Health and Social Care

F03: Contract award notice

Notice identifier: 2024/S 000-026476

Procurement identifier (OCID): ocids-h6vhtk-03d452

Published 20 August 2024, 1:49pm

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

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

Department of Health and Social Care

39 Victoria Street

London

SW1H 0EU

#### **Contact**

Michael Murphy

#### **Email**

[ccsinbox@dhsc.gov.uk](mailto:ccsinbox@dhsc.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKI32 - Westminster

**Internet address(es)**

Main address

<https://www.gov.uk/government/organisations/department-of-health-and-social-care>

Buyer's address

<https://www.gov.uk/government/organisations/department-of-health-and-social-care>

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

Ministry or any other national or federal authority

**I.5) Main activity**

Health

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**Section II: Object**

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

**II.1.1) Title**

DHSC: OHID: National Smokefree Pregnancy Incentives Scheme

Reference number

C254066

**II.1.2) Main CPV code**

- 75100000 - Administration services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The Department of Health and Social Care is seeking to appoint a provider to implement and administer a scheme providing financial incentives in the form of vouchers to

pregnant women who engage with support to help them become and stay smokefree.

### **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: £7,931,078

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 75112000 - Administrative services for business operations
- 48219300 - Administration software package
- 71248000 - Supervision of project and documentation
- 72224000 - Project management consultancy services
- 75312000 - Maternity benefits
- 75130000 - Supporting services for the government

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

NUTS codes

- UKI32 - Westminster

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

The Department of Health and Social Care is seeking to appoint a provider to implement and administer a National incentives scheme to support pregnant smokers to quit.

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

Quality criterion - Name: Quality (Technical) / Weighting: 70

Quality criterion - Name: Social Value / Weighting: 10

Cost criterion - Name: Price / Weighting: 20

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

Options: Yes

Description of options

Option to extend for up to 3 (three) further 1 (one) year periods (2+1+1+1) giving a maximum potential contract duration of 5 (five) years, dependant on outcomes and future funding provision.

The Authority is currently working to extend the scope of the offer of incentives to include significant others (including partners) of pregnant women. This is expected to be brought into scope within 2024/25 and beyond if additional funding is secured. The maximum budget for incentivising significant others is forecast to be £2,000,000.00 per year, this figure includes cost of vouchers disbursed and management fee. This will be at the sole discretion of The Authority and dependent on internal approvals. The Authority will invite a proposal and costings from the supplier which will be agreed via contract variation.

### **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**

Restricted procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2023/S 000-016131](#)

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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

26 July 2024

#### 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

ACCENTURE (UK) LIMITED

30 Fenchurch Street

London

EC3M 3BD

Country

United Kingdom

NUTS code

- UKC13 - Darlington

National registration number

04757301

Internet address

<https://www.accenture.com/gb-en>

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: £7,931,078

Total value of the contract/lot: £7,931,078

**V.2.5) Information about subcontracting**

The contract is likely to be subcontracted

Value or proportion likely to be subcontracted to third parties

Value excluding VAT: £1,390,713

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**Section VI. Complementary information**

**VI.4) Procedures for review**

**VI.4.1) Review body**

High Court

The Strand

London

WC2A 2LL

Country

United Kingdom