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Contract

## **National Digital Tobacco Treatment Service Framework**

NHS England

F03: Contract award notice

Notice identifier: 2024/S 000-029529

Procurement identifier (OCID): ocds-h6vhtk-03e483

Published 16 September 2024, 11:54am

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

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

NHS England

7&8 Wellington Place

Leeds

LS1 4AP

#### **Contact**

Janice Brodie

#### **Email**

[janice.brodie@nhs.net](mailto:janice.brodie@nhs.net)

#### **Country**

United Kingdom

#### **Region code**

UKE - Yorkshire and the Humber

**Internet address(es)**

Main address

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

Buyer's address

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

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

National or federal Agency/Office

**I.5) Main activity**

Health

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**Section II: Object**

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

**II.1.1) Title**

National Digital Tobacco Treatment Service Framework

**II.1.2) Main CPV code**

- 85100000 - Health services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

A national digital tobacco treatment service that will provide adult smokers (aged 18 years and older) in England access to one or more digital tobacco dependency application(s) (apps)

**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: £25,000,000

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

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

- 85100000 - Health services

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

NUTS codes

- UK - United Kingdom

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

A national digital tobacco treatment service that will provide adult smokers (aged 18 years and older) in England access to one or more digital tobacco dependency application(s) (apps).

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

Quality criterion - Name: Quality / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 10

Cost criterion - Name: price / Weighting: 30

#### **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**

Open procedure

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

The procurement is covered by the Government Procurement Agreement: No

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

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

Notice number: [2023/S 000-021205](#)

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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**

18 July 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 7

Number of tenders received from SMEs: 6

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

Number of tenders received from tenderers from non-EU Member States: 7

Number of tenders received by electronic means: 7

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

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

Smoke Free

71-75 Shelton Street, Covent Garde

London

WC2H 9JQ

Country

United Kingdom

NUTS code

- UKE - Yorkshire and the Humber

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £25,000,000

Total value of the contract/lot: £12,000,000

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Number of tenders received from tenderers from non-EU Member States: 7

Number of tenders received by electronic means: 7

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

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

Thrive Tribe

167 - 169 Great Portland Street, 5th Floor,

London

W1W5PF

Country

United Kingdom

NUTS code

- UKE - Yorkshire and the Humber

The contractor is an SME

Yes

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

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

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

Livewell Southwest

Local Care centre Mount Gould Road

Plymouth

PL4 7PY

Country

United Kingdom

NUTS code

- UKE - Yorkshire and the Humber

The contractor is an SME

Yes

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

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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