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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

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

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

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](#)

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

Section V. Award of contract

A contract/lot is awarded: Yes

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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)

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 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

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)

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

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court

The Strand

London

WC2A 2LL

Country

United Kingdom