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Contract

## **Smoking Cessation Services**

Oxfordshire County Council

F03: Contract award notice

Notice identifier: 2025/S 000-033441

Procurement identifier (OCID): ocds-h6vhtk-04c5d6

Published 18 June 2025, 4:03pm

### **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**

Smoking Cessation Services

Reference number

DN754586

**II.1.2) Main CPV code**

- 85100000 - Health services

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

Services

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

Oxfordshire County Council has invited tenders using the competitive process in accordance with Regulation 11 of The Health Care Services (Provider Selection Regime) Regulations 2023 (PSR) to provide a smoking cessation service. For the avoidance of doubt, the provisions of the Public Contracts Regulations 2015 and the Procurement Act 2023 do not apply to this procurement or this award.

This is a notice confirming that the award follows a competition under the Competitive Process in accordance with Regulation 11 and this notice provides the information required in Schedule 11 PSR.

### **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: £5,730,796

## **II.2) Description**

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

NUTS codes

- UKJ14 - Oxfordshire

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

Oxfordshire County Council has invited tenders using the competitive process in accordance with Regulation 11 of The Health Care Services (Provider Selection Regime) Regulations 2023 (PSR) to provide a smoking cessation service. For the avoidance of doubt, the provisions of the Public Contracts Regulations 2015 do not apply to this procurement or this award.

This is a notice confirming that the award follows a competition under the Competitive Process in accordance with Regulation 11 and this notice provides the information required in Schedule 11 PSR.

Our vision is clear, we want to create Smokefree Generation. Local stop smoking service support, which is at the heart of communities is significant to achieving this ambition. The Council requires a service which is dynamic, and innovative, which can deliver a person-centred approach to support a wide range of people who, continue to smoke.

Through this contract, The Service(s) will have the scope and freedom, to deploy their expertise to develop a service which can meet the needs of a wide range of people. By offering a 'Hub and Spoke' model, they can be expected to provide a menu of quit support options, enabling choice for people who smoke, giving them the best chance of quitting. The Service will have the opportunity to focus their efforts for those who experience the most health, social and economic inequalities.

The Service includes specialist pathways for those with Substance misuse and poor mental health for example. Innovation Programmes to operate with target population and community innovation. Opportunity to develop county wide communication campaign to motivate quit attempts. Co-production, particularly with target group will be integral to ensuring the service remains fit for purpose to continually review and innovate the service for the lifetime of the contract.

The Service will have a key leadership role, in Oxfordshire Whole Systems approach to becoming smokefree. close partnership with a whole host of organisation, least of all Oxfordshire County Council, Integrated Care Board, Community and Voluntary sector. Partnership working is also key to delivering a dynamic and flexible service across the entire county, with ambition SAQD targets.

The Service has 6 core elements:

- Single point of access;
- delivering a high-quality specialist behaviour change support and access to evidence based quit aids;
- training and capacity building;
- community innovation projects – targeting priority groups;
- communication and digital innovation and insights gathering; and
- co-production for continuous innovation.

The Contract documents were completed on 17 June 2025 and the contract period began on 17 June 2025 and will continue until 31 March 2029 (including mobilisation period). Delivery of the services will commence on 1 July 2025, following the mobilisation period. Oxfordshire County Council have an option to extend the contract period by a further 2 years (to 31

March 2031).

The decision to award the contract was made by Ansaf Azhar - Director of Public Health and Communities, Oxfordshire County Council, following a recommendation made by the Council's evaluation team.

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

Cost criterion - Name: Value / Weighting: 20

Cost criterion - Name: Quality & Innovation / Weighting: 20

Cost criterion - Name: Integration, Collaboration and Service Sustainability / Weighting: 8

Cost criterion - Name: Improving Access, Reducing Health Inequalities and Facilitating Choice / Weighting: 36

Cost criterion - Name: Social Value / Weighting: 16

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

Options: Yes

Description of options

The Council has the option to extend the contract period by up to 2 years in aggregate.

### **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: Yes

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

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

Notice number: [2025/S 000-015368](#)

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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**

3 June 2025

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

Number of tenders received: 5

Number of tenders received from SMEs: 4

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: 5

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

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

Solutions 4 Health Ltd

1 Thames Court, 2 Richfield Avenue

Reading

RG1 8EQ

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: £5,730,796

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## **Section VI. Complementary information**

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

The award decision maker for this procurement process was Ansaf Azhar - Director of Public Health and Communities.

The key criteria used for this procurement is as follows:

1. Quality and Innovation 20%
2. Improving access, reducing inequalities and facilitating choice 36%
3. Integration, collaboration and service sustainability 8%
4. Value 20%

## 5. Social Value 16%

All bids were assessed against the above key criteria by a tender evaluation panel. The chosen provider scored highest following the evaluation and a recommendation was made to the Director of Public Health and Communities, Ansaf Azhar to award the contract to Solutions 4 Health Ltd. This recommendation was approved.

There was one potential conflict of interest recorded in relation to this procurement. A Commissioner who is a member of the evaluation panel received a Christmas food hamper from a tenderer during the tender response period. The potential conflict was managed by donating the hamper to a local food bank. The tenderer concerned is not the tenderer to whom the Council has awarded the contract.

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

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

Independent Choice and Procurement Panel

Wellington House

London

SE1 8UG

Country

United Kingdom