

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/033485-2025>

Award

Smokefree Surrey: Additional smoking cessation services

Surrey County Council

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-033485

Procurement identifier (OCID): ocds-h6vhtk-051339 ([view related notices](#))

Published 18 June 2025, 5:12pm

Scope

Description

Transparency - Intention to Award Notice

Provider Selection Regime - Most Suitable Provider

This is a Provider Selection Regime (PSR) intention to award notice. The awarding of this contract is subject to the Health Care Services (Provider Selection Regime) Regulations 2023. For the avoidance of doubt, the provisions of the Procurement Act 2023 do not apply to this award. The standstill period begins on the day after the publication of this notice. Representations by providers must be made to the relevant authority by 30 June 2025. This contract has not yet formally been awarded; this notice serves as an intention to award under the PSR.'

Details of the award decision-makers are as follows:

Senior Public Health Lead

Public Health Programme Lead

Public Health Lead

Finance Lead

No conflicts or potential conflicts of interest of individuals making the decision and how these were managed.

The key criteria that the relevant authority used to make a decision was the provider selection regime key criteria requirements.

Key criteria 1. Quality and Innovation 20%

Key criteria 2. Value 20%

Key criteria 3 Integration / collaboration / service sustainability question1 :20%

Key criteria 3 Integration / collaboration / service sustainability question 2 : 20%

Key criteria 4 Improving access / reducing health inequalities / facilitating choice 15%

Key Criteria 5 Social Value & Green 10%

The assessment carried out identified this provider as the most suitable.

Contract 1. Provider Selection Regime Most Suitable Provider Smokefree Surrey: Additional smoking cessation services

Supplier

- THRIVE TRIBE LIMITED

Contract value

- £2,280,000 including VAT

Below the relevant threshold

Award decision date

18 June 2025

Earliest date the contract will be signed

30 June 2025

Contract dates (estimated)

- 1 July 2025 to 30 April 2026
- Possible extension to 30 April 2029
- 3 years, 10 months

Description of possible extension:

Three x 12 month extensions

Main procurement category

Services

CPV classifications

- 85000000 - Health and social work services

Contract locations

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

Information about tenders

- 2 tenders received
- 2 tenders assessed in the final stage:
 - 0 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 1 supplier unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Below threshold - limited competition

Special regime

Light touch

Supplier

THRIVE TRIBE LIMITED

- Companies House: 06763541
- Public Procurement Organisation Number: PPDH-7629-BLMT

167 - 169 Great Portland Street

London

W1W 5PF

United Kingdom

Email: ben.middleton@thrivetribe.org.uk

Website: <http://www.thrivetribe.org.uk>

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Provider Selection Regime Most Suitable Provider Smokefree Surrey:

Additional smoking cessation services

Contracting authority

Surrey County Council

- Public Procurement Organisation Number: PWRH-8974-TNBV

Woodhatch Place, 11 Cockshot Hill

Reigate

RH2 8EF

United Kingdom

Email: danielle.bass@surreycc.gov.uk

Region: UKJ26 - East Surrey

Organisation type: Public authority - sub-central government