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Contract

## **The Smoke Free Digital Service**

SUFFOLK COUNTY COUNCIL

F03: Contract award notice

Notice identifier: 2024/S 000-036550

Procurement identifier (OCID): ocds-h6vhtk-04b335

Published 12 November 2024, 12:03pm

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

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

SUFFOLK COUNTY COUNCIL

Endeavour House, 8 Russell Road

Ipswich

IP1 2BX

#### **Contact**

Michelle Youngs

#### **Email**

[michelle.youngs@suffolk.gov.uk](mailto:michelle.youngs@suffolk.gov.uk)

#### **Telephone**

+44 1473265789

#### **Country**

United Kingdom

**Region code**

UKH14 - Suffolk

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

[www.suffolk.gov.uk](http://www.suffolk.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**

The Smoke Free Digital Service

Reference number

M011

#### **II.1.2) Main CPV code**

- 48000000 - Software package and information systems

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

Supplies

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

The Smoke Free Digital Service provides a comprehensive, flexible stop smoking service that people can attend at a time that suits them, day or night, without the need for a fixed appointment. This has been shown to be beneficial for various target groups with busy lives, such as shift workers, carers, and pregnant women, who often find attending appointments a struggle. Other users, including those with mental health issues, can find the anonymity beneficial. Such users often prefer to take control of how and when they access services.

The Smoke Free app benefits from a comprehensive range of support, including unlimited 24/7 access to NCSCT (National Centre for Smoking Cessation and Training) trained Tobacco Dependency Advisors (TDAs), swift delivery of stop smoking aids, a community group offering peer support, plus many other behavioural tools on the app. Smoke Free Digital support aligns with the NCSCT Standard Treatment Programme and adheres to NICE guidance for behavioural support and pharmacotherapy procedures.

Smoke Free app is the only app that offers live advisor support 24/7. The London Tobacco Alliance recently verified that the Smoke Free app is the only app in the UK and worldwide offering this level of support. There is clear evidence that combining stop smoking aids with expert support from local stop smoking services makes someone 3 times more likely to stop smoking successfully. Our research has concluded that there are no other suitable providers in this field, therefore, the Council intends to award a contract directly to Smoke Free for this service.

### **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: £189,960

## **II.2) Description**

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

NUTS codes

- UKH14 - Suffolk

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

As detailed at section II.1.4) Short description

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

Price

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

Options: Yes

Description of options

The estimated total contract value shown here is exclusive of VAT, but includes the optional one-year extension.

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## Section IV. Procedure

### IV.1) Description

#### IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

The Council is content that PCR 2015 Regulation 32(2)(b)(ii) can be complied with in awarding a contract to 23 Limited trading as Smoke Free because:

The works, supplies or services can be supplied only by a particular economic operator (competition is absent for technical reasons)

Suffolk County Council has determined that competition is absent due to the lack of suitable providers. The Smoke Free app delivers the NCSCT Standard Treatment Programme and supplies first choice stop smoking aids, both of which are given an 'A' rating for evidence. This is the only app available that offers live advisor support 24/7.

Whilst the Council is confident that its analysis of these circumstances is correct, it remains committed to meeting its public procurement obligations and, in particular, commitments to transparency and equal treatment.

If you have any queries concerning this notice, please contact us via [michelle.youngs@suffolk.gov.uk](mailto:michelle.youngs@suffolk.gov.uk) in the first instance.

#### 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: [2024/S 000-035445](#)

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## **Section V. Award of contract**

### **Contract No**

M011

### **Title**

The Smoke Free Digital Service

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

1 November 2024

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

Number of tenders received: 1

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

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

23 Limited trading as Smoke Free

London

Country

United Kingdom

NUTS code

- UKI3 - Inner London – West

Companies House

03885216

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: £189,960

Total value of the contract/lot: £189,960

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## **Section VI. Complementary information**

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

Suffolk County Council reserves the right to procure repeat requirements of a similar nature without a further call for competition pursuant to Regulation 32 of the public contracts Regulations 2015.

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

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

High Court

London

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

Suffolk County Council incorporates a minimum 10 calendar day standstill period from the point at which information on the award of contract is communicated to tenderers. This period allows unsuccessful tenderers to seek further debriefing from the contracting authority before the contract is entered into. If an appeal regarding the award of contract has not been successfully resolved: The Public Contracts Regulations 2015 as amended provide for aggrieved parties who have been harmed or at risk of harm by a breach of the rules, to take action in the High Court (England, Wales and Northern Ireland) Any such action must be brought promptly.