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Contract

Smokefree Surrey: Additional smoking cessation services

Surrey County Council

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-041696

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

Published 21 July 2025, 2:56pm

Scope

Description

Description

The Government has announced their plans to create a Smokefree Generation. To support this Surrey County Council has been awarded an annual grant as part of the £70m available to increase capacity and demand to local Stop Smoking Services. Recommendations from the Joint Strategic Needs Assessment on Smoking, Vaping and Tobacco Control, which included the latest data, evidence on service delivery models and engagement with Surrey workforce and residents, has informed this service specification and related outcomes.

The services included support the ambitions in Surrey's Health and Wellbeing Strategy, priority one, supporting people to reach their potential by addressing the wider determinants of health. Ensuring people have a healthy weight and are active and that substance misuse is low, including smoking.

What we aim to achieve

The Surrey Public Health Team works to improve and protect the health of people living and working in Surrey with a focus on reducing health inequalities through strategic

leadership and collaborative working with local partners and the community. We do this through provision of Public Health leadership and intelligence, expert advice on relevant health protection and healthcare issues and through Public Health commissioned services which contribute to the Surrey Health and Wellbeing Strategy's ambition of reducing health inequalities to ensure no-one is left behind.

Surrey County Council are seeking to commission a high quality, evidence-based specialist stop smoking service to compliment the core One You Surrey Integrated Lifestyle Service which includes a smoking cessation service.

Total value (estimated)

£1,900,000 excluding VAT

£2,280,000 including VAT

Above the relevant threshold

Contract dates (estimated)

1 July 2025 to 1 May 2026

Possible extension to 1 May 2029

3 years, 10 months, 1 day

'This is a Provider Selection Regime (PSR) confirmation of contract award notice. This contract has been awarded under 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. This contract has now been formally awarded using the most suitable provider process.'

**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

Date signed

18 July 2025

Contract dates

- 18 July 2025 to 30 April 2026
- Possible extension to 30 April 2029
- 3 years, 9 months, 14 days

Description of possible extension:

Three x 12 month extensions should the provider meet the required outcomes.

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)

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