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Award

Stop Smoking Service - PH/2025/458

Stoke on Trent City Council

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

Notice identifier: 2025/S 000-046420

Procurement identifier (OCID): ocds-h6vhtk-04fda4 ([view related notices](#))

Published 6 August 2025, 10:53am

Scope

Description

The service is for provision of a Smoking Cessation Service for individuals aged 12 and over who live, work, attend education settings, or are registered with a GP within the Stoke-on-Trent geographical area.

Stop Smoking Service providing specialist support to high risk groups and digital support and signposting to national resources for other groups.

Vulnerable people including pregnant women and their unborn children / families, and people with mental health problems will have access to specialist support to help them stop smoking. This will improve health and wellbeing, and lower the risk of smoking related ill health and premature mortality.

This procurement is being undertaken under Provider Selection Regime.

Contract 1

Supplier

- Reed Wellbeing

Contract value

- £3,700,270 excluding VAT
- £4,440,324 including VAT

Above the relevant threshold

Award decision date

6 August 2025

Date assessment summaries were sent to tenderers

6 August 2025

Standstill period

- End: 15 August 2025
- 8 working days

Earliest date the contract will be signed

20 August 2025

Contract dates (estimated)

- 1 October 2025 to 31 March 2030
- Possible extension to 31 March 2032
- 6 years, 6 months

Description of possible extension:

2 separate optional years

Main procurement category

Services

CPV classifications

- 85140000 - Miscellaneous health services

Information about tenders

- 8 tenders received
- 8 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
- 7 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Open procedure

Supplier

Reed Wellbeing

- Companies House: 09449184

26 Rushworth Street

London

SE1 0RB

United Kingdom

Email: james.atkinson@reed.co.uk

Region: UKI44 - Lewisham and Southwark

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

Contracting authority

Stoke on Trent City Council

- Public Procurement Organisation Number: PDQZ-1442-RZTZ

Civic Centre, Glebe Street

Stoke-on-Trent

ST4 1HH

United Kingdom

Email: Dasa.Kucharkova@stoke.gov.uk

Region: UKG23 - Stoke-on-Trent

Organisation type: Public authority - sub-central government