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Tender

Development and Production of a Digital Smoking Cessation Aid to Support Smokers to Quit in Wales

NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust)

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-048426

Procurement identifier (OCID): ocds-h6vhtk-058716

Published 13 August 2025, 2:17pm

Scope

Reference

PHW-ITT-59945

Description

Public Health Wales are inviting suitably qualified digital suppliers to submit proposals for the licensing and, where necessary, further development of an existing smoking cessation application. The objective is to adapt the application to meet the specific needs of smokers in Wales and to ensure alignment with NHS Wales Smoking Cessation Services (Help Me Quit). It is anticipated that certain elements of any pre-existing App will require development to meet the needs of Public Health Wales and the Help Me Quit service.

Total value (estimated)

- £100,000 excluding VAT
- £120,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 22 September 2025 to 21 September 2028
- Possible extension to 23 September 2030
- 5 years, 2 days

Description of possible extension:

This contract is being let with optional 1 year + 1 year extension period. These extensions are entirely at the discretion of the Trust. If they are exercised the successful bidder will be formally notified.

Main procurement category

Services

CPV classifications

- 72416000 - Application service providers
- 72420000 - Internet development services

Contract locations

- UK - United Kingdom

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
 - Voluntary, community and social enterprises (VCSE)
-

Submission

Enquiry deadline

26 August 2025, 12:00pm

Tender submission deadline

28 August 2025, 12:00pm

Submission address and any special instructions

<https://etenderwales.bravosolution.co.uk>

Tenders may be submitted electronically

Yes

Award criteria

Name	Description	Type	Weighting
Commercial Criteria	Annual cost for each year of the contract Bidders are required to provide a detailed breakdown of all costs proposed Full detail of Commercial Criteria can be found within the ITT documentation included within the Commercial envelope on eTender Wales.	Cost	60.00%
Technical Criteria	Demonstration of understanding of the brief Ability to Meet the Technical and Functional Requirements Proposed approach to ensuring the final solution will be available bilingually Timetable Proposed Approach to Project Management User Testing Experience Use of AI Resources to Deliver the Work Sub Contractor Status Well-being of Future Generations Act & Social Value Full detail of Commercial Criteria can be found within the ITT documentation included within the Technical envelope on eTender Wales.	Quality	40.00%

Procedure

Procedure type

Below threshold - open competition

Contracting authority

NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust)

- NHS Organisation Data Service: RQF

4-5 Charnwood Court,

Cardiff

CF15 7QZ

United Kingdom

Contact name: Bethan Dyke

Telephone: 02921800536

Email: bethan.dyke@wales.nhs.uk

Website: <http://nwssp.nhs.wales/ourservices/procurement-services/>

Region: UKL15 - Central Valleys

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)

Devolved regulations that apply: Wales

Other organisation

These organisations are carrying out the procurement, or part of it, on behalf of the contracting authorities.

Public Health Wales - NHS

Summary of their role in this procurement: Management of tender process

- NHS Organisation Data Service: RYT

2 Capital Quarter Tyndall Street

Cardiff

CF10 4BZ

United Kingdom

Contact name: Bethan Dyke

Telephone: 02921800536

Email: bethan.dyke@wales.nhs.uk

Region: UKL22 - Cardiff and Vale of Glamorgan

Contact organisation

Contact NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust) for any enquiries.