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Award

Supervised Toothbrushing & Oral Health promotion

Oldham Metropolitan Borough Council

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

Notice identifier: 2025/S 000-048504

Procurement identifier (OCID): ocids-h6vhtk-05571a ([view related notices](#))

Published 13 August 2025, 3:58pm

Scope

Reference

DN776467

Description

Oldham Council are looking to procure a service to provide supervised toothbrushing and oral health promotion to 3-5-year-old children, and primary age children in Special Educational Needs schools.

The overall aim is to improve the oral health of young children in Oldham.

Objectives

- To improve oral hygiene and reduce tooth decay in the 3-5-year-old population of

Oldham

- Establish healthy tooth brushing habits
- To help educate children on good oral health practices

Page 2 to 6

Currently, there are no supported supervised toothbrushing programmes in Oldham.

However, Oldham Early Years setting and schools were previously engaged in a supervised toothbrushing programme and some settings may still have baseline knowledge or even self-supported programmes ongoing.

The service provider is asked to implement supervised toothbrushing programmes for 3-5-year-old children in all Early Years settings, primary schools and childminding services that wish to take part, as well as all primary school aged children (4-11-years-old) in Special Educational Needs primary schools that wish to take part.

The approximate size of the 3-5-year-old population in Oldham is ~9000 children.

A summary of eligible settings is provided below:

153 Early Years settings

84 Primary Schools

87 Childminders

4 Special Educational Needs Primary Schools

The total number of primary school aged children in SEN schools is 476.

The total number of reception aged children with an education health and care plan is 142.

We will work with the successful provider to share a list of eligible settings and the approximate number of eligible children within each setting.

The service should implement a universal supervised toothbrushing for children in the categories listed above. The supervised toothbrushing programme should be in line with the British Dental Association recommendations for toothbrushes to be replaced every three months or when there are signs of wear.

*****Please note: This is an intention to award notice for a PSR Competitive Process, it is not a PA23 or PCR2015

process.*****

The relevant authority is intending to award a contract to a provider under the PSR Competitive Process.

This is not concluding a framework.

Decision makers: Oldham PH team

Awarded to the highest scoring tenderer.

No conflicts of interest were raised

Key Criteria 1: Quality and innovation (Total Weighting 35%)

- 1.1: Safety - 10%
- 1.2: Mobilisation - 15%
- 1.3: Environmental Impact - 10%

Key Criteria 2: Key criteria 2. Value (Weighting 25%)

- 2.1: Additional components - 10%
- 2.2: Value for Money - 15%

Key Criteria 3: Integration, collaboration and service sustainability (Weighting 10%)

- 3.1: Engagement - 10%

Key Criteria 4: Improving Access, Reducing Health Inequalities & Facilitating Choice (Weighting 20%)

- 4.1: Integration and Collaboration - 10%
- 4.2: Improvements in Oral Health - 10%

Key Criteria 5: Social Value

- Social Value Response (through SVP) - 10%
-

Contract 1. Supervised Toothbrushing & Oral Health promotion

Supplier

- MDBUDDY UK LTD

Contract value

- £248,000 excluding VAT
- £297,600 including VAT

Below the relevant threshold

Award decision date

13 August 2025

Earliest date the contract will be signed

28 August 2025

Contract dates (estimated)

- 1 September 2025 to 31 August 2026
- Possible extension to 31 August 2027
- 2 years

Description of possible extension:

Option to extend by 1 year. Each year costs £124,000

Main procurement category

Services

CPV classifications

- 85130000 - Dental practice and related services

Contract locations

- UKD37 - Greater Manchester North East

Information about tenders

- 4 tenders received
- 4 tenders assessed in the final stage:
 - 3 submitted by small and medium-sized enterprises (SME)

- 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 3 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Below threshold - open competition

Special regime

Light touch

Supplier

MDBUDDY UK LTD

- Companies House: 14934239
- Public Procurement Organisation Number: PXTM-3716-ZDVX

427 Kings Road

Manchester

M32 8GN

United Kingdom

Email: team@mydentalbuddy.com

Website: <http://www.mydentalbuddy.com>

Region: UKD34 - Greater Manchester South West

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Supervised Toothbrushing & Oral Health promotion

Contracting authority

Oldham Metropolitan Borough Council

- Public Procurement Organisation Number: PMRJ-8362-DVNT

Spindles Shopping Centre, West Street

Oldham

OL1 1HD

United Kingdom

Email: commercial.procurementunit@oldham.gov.uk

Region: UKD37 - Greater Manchester North East

Organisation type: Public authority - sub-central government