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Award

Dental Aid Services oral health work

Wirral Council

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

Notice identifier: 2025/S 000-056390

Procurement identifier (OCID): ocds-h6vhtk-0599d8

Published 14 September 2025, 4:10pm

Scope

Description

Poor oral health also has an impact on demand for NHS services. In 2023/24, Wirral had the highest rates of tooth extraction in children and young people aged 0-19 in Cheshire and Merseyside, with a rate of 498.2 per 100,000; this is compared to an average of 336.7 per 100,000 in the North-West overall (and it should be noted that the North-West in turn, has higher rates than England overall).

Key Outcomes

1. Reduction in inequalities in the proportion of 0-17 year olds in Wirral who have seen a dentist in the previous year (NHSBSA data)
2. Provision of a targeted community mobile dental service, which is free at the point of use to children living in areas of deprivation who would not otherwise have access to

dentistry

3. Provision of regular reporting following each block of clinic visits, to include patient numbers, specified demographics, type of dental issue experienced by patients, types of treatment administered and feedback from patients and the dental professionals involved.

The service will provide 48 x visits of a mobile dental unit to Wirral; each clinic should see on average, 8-12 patients per day/visit, with visits to take place at times and locations.

Visits will provide treatment which consists of:

- Appropriately trained dental staff taking medical histories (to build up a relationship with the patient to set them at ease)
- Patients to be offered dental screening and treatment to include oral cancer checks, scale and polish, fluoride varnish, xrays, fillings and extractions as well as toothbrushing and dietary advice as appropriate to their needs
- Appointments will be free at the point of use to patients
- Units to visit repeat locations to ensure treatment is ongoing if required, e.g. if patients require several appointments to become dentally fit
- The service to be patient-led focusing on individual oral health needs and priorities; all patients to be provided with preventive oral hygiene advice and instruction, plus an oral hygiene pack to take away
- Treatment which will NOT be offered includes: root canal, implants or dentures, tooth whitening, orthodontics or cosmetic dentistry

This service is targeted at children (and in some cases, immediate family members, dependent on individual circumstances), specifically:

- Children living in the most deprived areas of Wirral
- Children who have never seen a dentist, or have not seen a dentist in the last two years and are not registered with a dentist currently
- Children experiencing dental pain
- Children whose oral health is affecting their schooling/education, health or mental health

These services have been procured under The Health Care Services (Provider Selection Regime) Regulations 2023 under The Most Suitable Provider Process.

Contract 1. Dental Aid Services oral health work

Supplier

- DentaId Ltd (T/A DentaId The Dental Charity)

Contract value

- £88,000 excluding VAT
- £106,000 including VAT

Below the relevant threshold

Award decision date

14 September 2025

Earliest date the contract will be signed

29 September 2025

Contract dates (estimated)

- 27 October 2025 to 31 March 2027
- 1 year, 5 months, 5 days

Main procurement category

Services

CPV classifications

- 85000000 - Health and social work services

Contract locations

- UKD74 - Wirral

Procedure

Procedure type

Below threshold - unknown

Supplier

Dentaid Ltd (T/A Dentaid The Dental Charity)

116 Commercial Road, Totton

Southampton

SO40 3AD

United Kingdom

Email: John.elkins@dentaid.org

Region: UKJ36 - Central Hampshire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): Yes

Contract 1. Dental Aid Services oral health work

Contracting authority

Wirral Council

- Public Procurement Organisation Number: PBCP-8675-BHWT

Town Hall, Brighton Street

Wallasey

CH44 8ED

United Kingdom

Email: procurementpeople@wirral.gov.uk

Region: UKD74 - Wirral

Organisation type: Public authority - sub-central government