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Contract

HAC6119 Stop Smoking London Integrated Digital Smoking Cessation Service Pilot Extension

Tower Hamlets

F03: Contract award notice

Notice identifier: 2025/S 000-057152

Procurement identifier (OCID): ocds-h6vhtk-059bdc

Published 17 September 2025, 7:48am

Section I: Contracting authority

I.1) Name and addresses

Tower Hamlets

Tower Hamlets Town Hall, 160 Whitechapel Road

London

E1 1BJ

Contact

Ms Joanne Spree

Email

joanne.spree@towerhamlets.gov.uk

Telephone

+44 2073645000

Country

United Kingdom

Region code

UKI - London

Internet address(es)

Main address

<http://www.towerhamlets.gov.uk>

Buyer's address

<http://www.towerhamlets.gov.uk>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

Health

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

HAC6119 Stop Smoking London Integrated Digital Smoking Cessation Service Pilot Extension

Reference number

DN786740

II.1.2) Main CPV code

- 85000000 - Health and social work services

II.1.3) Type of contract

Services

II.1.4) Short description

The government is currently taking legislation through Parliament (the Tobacco and Vapes Bill) with a number of measures designed to reduce the prevalence of smoking. Supporting this has been ringfenced funding to Local Authority public health departments for stop smoking support provision to accelerate a reduction in smoking, totalling approx. £10 million per annum across London's 33 boroughs. This is provided under a Section 31 local authority grant for local stop smoking services and support, using Department of Health and Social Care (DHSC) calculations based on smoking prevalence and population size in each borough.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £695,000 / Highest offer: £835,000 taken into consideration

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKI - London

II.2.4) Description of the procurement

The new contract duration would be for 12 months from September 2025 - end August 2026, on the basis that it is dependent on 2026/27 funding agreed from the DsPH of the 33 London Boroughs.

If not all of the boroughs agree to the programme for 2026/27, then the total contract value will be the total value of agreed funding from the contributing boroughs only. Therefore the contract will state that the contract values will be up to a maximum of £835,000

This contract is in scope for the Provider Selection Regime (PSR) process, and we hope to be able to directly award this new contract to the existing provider, under PSR Most Suitable Provider as we are satisfied that they are the only provider that is able to provide the 24/7 service that is a key criteria of both the existing contract and the new contract.

This is the approach intended to be used and therefore not a competitive tendering process. The existing provider will have contractual arrangement put in place which mirror those of the existing service to ensure continued performance.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

This is a Provider Selection Regime (PSR) intention to award notice. The awarding of this contract is subject to the Health Care Services (Provider Selection Regime) Regulations 2023. For the avoidance of doubt, the provisions of the Public Contracts Regulations 2015 do not apply to this award. The publication of this notice marks the start of the standstill period. Representations by providers must be made to the relevant authority by 16th September 2025. This contract has not yet formally been awarded; this notice serves as an intention to award under the PSR.

Written representations should be sent to joanne.spree@towerhamlets.gov

Details of the award decision-makers; Public Health Director at Tower Hamlets, Procurement Manager Tower Hamlets, Legal department Tower Hamlets, Internal Committee Tower Hamlets

Conflicts of interest identified among committee: HAC6119. The non-conflicted members have assessed the nature and risk of this conflict, and have decided which steps to take to avoid or manage it.

The new contract duration would be for 12 months from September 2025 - end August 2026, on the basis that it is dependent on 2026/27 funding agreed from the DsPH of the 33 London Boroughs.

If not all of the boroughs agree to the programme for 2026/27, then the total contract value will be the total value of agreed funding from the contributing boroughs only. Therefore the contract will state that the contract values will be up to a maximum of £835,000

This contract is in scope for the Provider Selection Regime (PSR) process, directly awarding this new contract to the existing provider, under PSR Most Suitable Provider as we are satisfied that they are the only provider that is able to provide the 24/7 service that is a key criteria of both the existing contract and the new contract after an engagement event and pilot

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract

Contract No

HAC6119

Lot No

1

Title

HAC6119 Stop Smoking London Integrated Digital Smoking Cessation Service Pilot Extension

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

16 September 2025

V.2.2) Information about tenders

Number of tenders received: 1

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

23 Limited (trading as SmokeFree)

23 Ltd, 71-75 Shelton Street,

London

WC2H 9JQ

Email

david.crane@smokefree.ai

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £695,000 / Highest offer: £835,000 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Tower Hamlets

London

Country

United Kingdom