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Contract

Enhanced Optometry Pathways

NHS SURREY HEARTLANDS INTEGRATED CARE BOARD

F03: Contract award notice

Notice identifier: 2025/S 000-061120

Procurement identifier (OCID): ocds-h6vhtk-05a56f

Published 1 October 2025, 8:32am

Section I: Contracting authority

I.1) Name and addresses

NHS SURREY HEARTLANDS INTEGRATED CARE BOARD

Dukes Court, Duke Street

Woking

GU215BH

Contact

Maggie Czapiewska

Email

maggie.czapiewska1@nhs.net

Country

United Kingdom

Region code

UKJ2 - Surrey, East and West Sussex

NHS Organisation Data Service

QXU

Internet address(es)

Main address

<https://www.surreyheartlands.org/nhs-surrey-heartlands-board>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Health

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Enhanced Optometry Pathways

Reference number

Enhanced Optometry Pathways - 1 April 2024 - Primary Eyecare Service

II.1.2) Main CPV code

- 85160000 - Optician services

II.1.3) Type of contract

Services

II.1.4) Short description

A community based, Surrey-wide Optometry service delivering a number of enhanced care optometry pathways by accredited High Street Opticians.

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: £1,292,000 / Highest offer: £1,678,000 taken into consideration

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKJ26 - East Surrey

II.2.4) Description of the procurement

Enhanced care optometry pathways delivered by accredited High Street optometrists. Pathways include pre-cataract assessment, Glaucoma repeat readings, Minor Eye conditions, Wet Age Related Macular degeneration. The service provides increased choice and control for service users as to where and when their treatment is delivered and provides on-going care closer to home.

NHS Surrey Heartlands ICB has awarded a contract to the Primary Eyecare Service Limited under Direct Award C.

The approximate lifetime value of the contract will be £1,679,000 over the two year term, from 1st April 2024 until 31st March 2026.

This procurement has been carried out by NHS South, Central and West Commissioning Support Unit (SCW) on behalf of the Commissioners.

II.2.5) Award criteria

Quality criterion - Name: The existing provider is satisfying the original contract and will likely satisfy the proposed contract to a sufficient standard / Weighting: 100

Price - Weighting: 0

II.2.11) Information about options

Options: 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) contract 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 and the Procurement Act 2023 do not apply to this award.

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

The procurement is covered by the Government Procurement Agreement: No

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

31 March 2024

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

Primary Eyecare Limited

Waulk Mill (23), 51 Bengal Street

Manchester

GY6 8YP

Country

United Kingdom

NUTS code

- UKJ2 - Surrey, East and West Sussex

Companies House

06722353

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,678,000

Section VI. Complementary information

VI.3) Additional information

Against the Provider Selection Regime (PSR) Key Criteria, the provider has demonstrated expertise and is anticipated to continue doing so. Evidence of current service delivery against the PSR Key Criteria and the breakdown of Key Criteria weighting in relation to this service for the purposes of awarding a further contract under Direct Award C is detailed below:

Quality and Innovation (30%)

- The Primary Eyecare Service has a proven track record of delivering high-quality, safe, and person-centred care. The provider has demonstrated robust clinical governance, performance monitoring, and an established workforce trained in delivering enhanced primary eye care. This includes peer review across optometry practices.
- GP and self-referrals for minor eye conditions, glaucoma referral, cataract referral and wet AMD referral.
- Innovation is embedded in the PES approach through improved access to enhanced pathways as part of the drive to reduce waiting times and improve choice options for patients. Pathways are delivered by a range of High Street optometrists across Surrey.
- Robust monitoring and KPI reporting.
- PES develops relationships with other Providers, including 3rd sector and local involvement networks (Healthwatch).
- Investment in digital innovation (e.g. e-referral platforms) provides sustainability.

Integration, Collaboration & Sustainability (15%)

- PES operates a service that is fully integrated across Surrey and primary care pathways.
- PES engages regularly with local system partners including GPs to ensure the service reflects changing population needs and demand pressures. This supports sustainable models of care and system resilience, alleviating pressure on acute ophthalmology services.
- This provider is deeply embedded within the local health and care system, with strong links to GP practices, community optometrists, and acute ophthalmology services. These

established, operational relationships significantly reduce the risk of fragmentation.

- Active provider participants in system-level planning, PCN collaboration, and ICB strategic pathways.
- The provider has a stable, skilled workforce, and has shown ongoing commitment to sustainability in terms of both operations and workforce planning. Their understanding of local workforce dynamics and population needs ensures the service remains viable and resilient.
- By delivering care in community settings, PES contributes to the ICB's sustainability agenda by reducing reliance on high-cost acute services and supporting the NHS's Net Zero commitments through reduced patient travel and emissions.
- The Provider is involved in local care pathway work and discussions, ensuring the best and most efficient means of treating patients are adopted, including the movement of the relevant clinical information (i.e. images and clinical output report).

Improving access, reducing health inequalities and facilitating choice 15%

- The PES service enhances access to optometric care by providing appointments locally, including flexible scheduling options, reduced waiting times, and easier accessibility for patients who may experience barriers to attending hospital-based services.
- This community model ensures a more equitable service offer, supporting underserved patient cohorts including older adults, those with long-term conditions, or those in rural or transport-challenged areas. The service offers choice and convenience, contributing to better engagement and earlier identification of progression risks.
- Services are delivered from 80 different sites across Surrey.
- By diverting appropriate patients from secondary care and GP practices those with complex eye care needs can be seen more quickly by acute services, thereby reducing inequality in waiting times and improving system-wide equity.

Value (30%)

- PES delivers demonstrable value for money by providing enhanced optometry services in a lower-cost, community-based setting. This reduces secondary care outpatient follow-ups, supporting the ICB in achieving system savings and better use of specialist resources.

The provider's ability to deliver at a stable unit cost while maintaining high-quality care and system benefits reinforces its value as a trusted partner

- This provider offers demonstrable value for money, not only through competitive unit costs but through avoided activity in secondary care and efficiency in managing demand.
- This provider's local knowledge and ability to respond flexibly to real-world pressures (e.g. capacity surges) illustrates their value as a system partner.

Social Value (10%)

- The PES delivery of enhanced optometric pathways contributes significantly to social value in alignment with NHS England's Social Value Model and the ICB's commitment to community-based, patient-centred care.
- The service offers improved local access to optometry services, reducing the need for hospital visits and associated patient travel, which lowers carbon emissions and supports environmental sustainability.
- Appointments delivered within the community enable earlier interventions and better long-term health outcomes for patients, particularly those with mobility challenges or in underserved areas. This aligns with NHS goals to reduce health inequalities and promote fairer access.
- PES contracts with local High Street optometrists which train and retain local staff, contributing to employment, skill development, and economic sustainability across Surrey.
- The organisation also collaborates with other local primary care services and integrates care pathways to reduce demand on acute settings. This supports the broader system's resilience and encourages partnership working across the ICS.
- Through regular patient feedback, PES continues to shape the service to meet community needs, enhancing patient experience and empowerment. Their person-centred approach helps address wider determinants of health while ensuring care is safe, timely, and effective.

Governance and Decision-Making

Approval:

NHS Surrey Heartlands ICB Commissioning, Contracting & Commercial (CCC)
Committee Executive Board

Conflicts of Interest:

No conflicts of interest were identified.

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Written representations should be sent to robert.kitt1@nhs.net

VI.4) Procedures for review

VI.4.1) Review body

NHS Surrey Heartlands ICB

Woking

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

NHSE

Skipton House, 80 London Road

London

SE1 6LH

Country

United Kingdom