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Planning

## **Invitation to Participate: Stop Smoking Enhanced Digital Intervention Service (PSR MSPP)**

Norfolk County Council

F01: Prior information notice

Prior information only

Notice identifier: 2025/S 000-062011

Procurement identifier (OCID): ocids-h6vhtk-05a790

Published 3 October 2025, 10:16am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Norfolk County Council

County Hall, Martineau Lane

Norwich

NR12DH

#### **Contact**

Gemma Wallace

#### **Email**

[sourcingteam@norfolk.gov.uk](mailto:sourcingteam@norfolk.gov.uk)

#### **Country**

United Kingdom

**Region code**

UKH15 - Norwich and East Norfolk

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.norfolk.gov.uk/>

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/norfolkcc.aspx/Home>

Additional information can be obtained from the above-mentioned address

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

General public services

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## Section II: Object

### II.1) Scope of the procurement

#### II.1.1) Title

Invitation to Participate: Stop Smoking Enhanced Digital Intervention Service (PSR MSPP)

Reference number

NCCT43245

#### II.1.2) Main CPV code

- 85323000 - Community health services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

Norfolk County Council's Public Health team are seeking to procure enhanced digital stop smoking intervention services for a pilot project. This notice is Norfolk County Council's intention to utilise the Most Suitable Provider Process under Regulation 10 of the Provider Selection Regime (2023).

This procurement is funded by the national SmokeFree Generation initiative to support smokers in their community access support and increase the number of quit attempts.

Smoking is the primary cause of preventable illness and premature death as it harms nearly every organ of the body and dramatically reduces both quality of life and life expectancy, by approximately 10 years. Smoking is the leading modifiable risk factor responsible for health inequalities, accounting for half the ten-year difference in life expectancy between the most and least disadvantaged in society. Recent estimates of smoking prevalence in Norfolk tell us that 12.2% of adults (aged 18+) in Norfolk report smoking regularly.

Digital health and care has become a model of not only necessity but also preference in recent years. With on-going issues around waiting times and restrictions of accessing traditional services (e.g. specific clinic times and locations), it is vital that we allow our health services to evolve with demand. Digital health services empower users to take a more active role in managing their own health, promoting self-management. Ultimately, smarter health care provision will lead to improved quality, more efficient working,

improved outcomes and higher service user satisfaction. Developments in the provision of health and well-being services mean that people are looking for new and innovative approaches to accessing all types of services, stop smoking services included. By providing digital support to smokers we would expect not only an increase in local people accessing stop smoking support who might not have otherwise attended a stop smoking service, but also the opportunity to improve the efficiency of stop smoking service provision.

Providers must review, complete and return an Invitation to Participate form via the tendering platform listed in this notice to be considered further for this opportunity.

#### **II.1.5) Estimated total value**

Value excluding VAT: £425,425

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKH15 - Norwich and East Norfolk
- UKH16 - North and West Norfolk
- UKH17 - Breckland and South Norfolk

Main site or place of performance

Norfolk

#### **II.2.4) Description of the procurement**

Norfolk County Council are seeking to procure services for digital and enhanced smoking cessation services for an initial 17 month term with the possibility to extend for a further 12 months. Licenses for digital and additional services will be available to use by eligible residents of Norfolk that submit a application for services via [www.norfolk.gov.uk/readytochange](http://www.norfolk.gov.uk/readytochange).

Healthcare Services (Provider Selection Regime) Regulation 2023 utilising the Most Suitable Provider Process (Regulation 10). For the avoidance of doubt, the provisions of the Public Contracts Regulations 2015 and Procurement Act 2023 do not apply to this

procurement exercise.

No Conflicts of Interest have been recorded as part of this process, and will continue to be monitored.

The decision makers for release of this procurement exercise are the Council's Head of Complex Transactions and Sourcing and the Council's Assistant Director - Public Health Commissioning.

Framework agreement is not being established as part of this agreement.

#### **II.2.14) Additional information**

To obtain the documents to participate you will first be registered on the system at <https://in-tendhost.co.uk/norfolkcc>. Full instructions for registration and use of the system can be found at <https://in-tendhost.co.uk/norfolkcc/asp/BUYERPROFILES>. Once registered you will be able to see the procurement project under the `tenders` section and `express an interest` to view the documentation. If you encounter any difficulties whilst using the system you can contact the In-tend support team by phoning +44 8442728810 or e-mailing [support@in-tend.co.uk](mailto:support@in-tend.co.uk).

Requests to Participate must be submitted via <https://in-tendhost.co.uk/norfolkcc>

#### **II.3) Estimated date of publication of contract notice**

10 November 2025

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### **Section IV. Procedure**

#### **IV.1) Description**

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

The procurement is covered by the Government Procurement Agreement: Yes