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Contract

Smoke Free Generation

Lincolnshire County Council

F03: Contract award notice

Notice identifier: 2025/S 000-069257

Procurement identifier (OCID): ocds-h6vhtk-05d5f3

Published 29 October 2025, 10:39am

Section I: Contracting authority

I.1) Name and addresses

Lincolnshire County Council

County Offices, Newland

Lincoln

LN1 1YL

Contact

Miss Katie Turner

Email

katie.turner@lincolnshire.gov.uk

Telephone

+44 1522555431

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

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

Buyer's address

<https://www.lincolnshire.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

Smoke Free Generation

Reference number

DN795046

II.1.2) Main CPV code

- 85100000 - Health services

II.1.3) Type of contract

Services

II.1.4) Short description

The Prime Minister announced a national vision for a 'Smokefree Generation', supported by the publication of the command paper Stopping the Start: Our New Plan to Create a Smokefree Generation. As part of this initiative, a significant funding programme was introduced to help current smokers quit, providing additional annual investment to strengthen local stop smoking services.

Lincolnshire County Council entered into a grant agreement with the Office for Health Improvement and Disparities (OHID) to support this ambition. The funding is being used to enhance locally commissioned smoking cessation services, while ensuring that existing public health grant allocations for these services are maintained.

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £388,090

II.2) Description

II.2.2) Additional CPV code(s)

- 85100000 - Health services

II.2.3) Place of performance

NUTS codes

- UKF3 - Lincolnshire

II.2.4) Description of the procurement

The Council intends to award this contract to the incumbent provider via the Direct Award C route under PSR

Contract Title: Smoke Free Generation

Name of Incumbent: Thrive Tribe Ltd

Description of Service: The Smoke Free Generation (SFG) grant is a national initiative aimed at accelerating progress towards a smokefree future. In Lincolnshire, the primary objective of this service is to significantly increase the number of individuals who initiate a quit attempt or set a formal quit date through targeted smoking cessation support.

Approx. lifetime value of contract: £388,090.00

This contract will run for an initial period of 6 months between 1st October 2025 to 31st March 2026, with the option to extend by a further period of 6 months to 30th September 2026 should SFG funding be confirmed beyond 31st March 2026 to allow for the consultation to be completed, to further inform future Council decision making.

Detail of award decision makers: Council Executive delegated to Executive Director of Adult Care & Community wellbeing in conjunction with executive councillor for Adult Care and Health.

Reasons for selecting the incumbent: Under the Health Care Services (Provider Selection Regime) Regulations 2023 (“PSR”), the Council’s commercial team has undertaken an evidence-based assessment of the incumbent's capability and consistent performance in

delivering against all of the Key Criteria and contract performance KPIs.

A provider assessment has been undertaken in accordance with the PSR Key Criteria which are:-

- Quality and innovation

- Value
- Integration, collaboration and service sustainability
- Improving access, reducing health inequalities and facilitating choice
- Social value

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: 100

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 standstill period begins on the day after the publication of this notice. Representations by providers must be made to the relevant authority by 10th November 2025. This contract has not yet formally been awarded; this notice serves as an intention to award under the PSR

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

28 October 2025

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 0

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

V.2.3) Name and address of the contractor

Thrive Tribe Ltd

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

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

Total value of the contract/lot: £388,090

Section VI. Complementary information

VI.3) Additional information

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 standstill period begins on the day after the publication of this notice. Representations by providers must be made to decision makers by 10th November 2025. This contract has not yet formally been awarded; this notice serves as an intention to award under the PSR.

- Email address for written representation: All representation must be via commercialteampeopleservices@lincolnshire.gov.uk
- Detail of award decision makers: Council Executive delegated to Executive Director of Adult Care & Community wellbeing in conjunction with executive councillor for Adult Care and Health.
- Explanation of importance of the key criteria that the Council used to make a decision, along with the rationale for the relative importance of the key criteria, and the rationale for choosing the provider with reference to the key criteria.

Under the Health Care Services (Provider Selection Regime) Regulations 2023 (“PSR”), the Council’s commercial team has undertaken an evidence-based assessment of the incumbent’s capability and consistent performance in delivering against all of the Key Criteria and contract performance KPIs

A provider assessment has been undertaken in accordance with the PSR Key Criteria

which are:-

- Quality and innovation
- Value
- Integration, collaboration and service sustainability
- Improving access, reducing health inequalities and facilitating choice
- Social value

The provider assessment demonstrates substantial evidence of the incumbent's proven ability and performance. The providers performance and sustainability were assessed against contractual obligations using quarterly monitoring data and narrative updates. Findings indicate the provider can continue delivering services effectively, including the enhanced stop smoking service for the proposed new contract period.

Declaration of conflict or potential conflict of interest: All relevant stakeholders completed the Councils internal Conflict of interest forms and no conflict or potential conflict of interest were identified.

How Conflicts of interest were managed: All relevant stakeholders completed COI forms prior to the assessment which were kept under review during the process and no conflicts of interest were identified.

VI.4) Procedures for review

VI.4.1) Review body

Lincolnshire County Council

Lincoln

Email

commercialteampeopleservices@lincolnshire.gov.uk

Country

United Kingdom