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Award

Smoking Cessation Project

NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust)

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

Notice identifier: 2025/S 000-071354

Procurement identifier (OCID): ocds-h6vhtk-05db2a ([view related notices](#))

Published 5 November 2025, 3:54pm

Scope

Reference

CAV-DCO-(25-26) 107

Description

In order to achieve a smoking prevalence of 5%, Welsh Government has set a series of targets for smoking cessation, including: for 5% of current smokers should access smoking cessation services and set a quit date annually, and for 40% for four-week quits to be CO validated. While smoking cessation services in Cardiff & Vale currently meet the latter target, services consistently fail to meet the former target. As such, in addition to 'Help Me Quit' smoking cessation services, Cardiff & Vale UHB is seeking to enhance its offer to reach more smokers, improve choice for smokers to help them access services which meet their needs, and increase quit numbers in pursuit of achieving national targets.

It is therefore proposed to introduce a novel approach of using cognitive behaviour therapy (no NRT, pharmacotherapy) to help smokers quit. This approach will complement the existing 'Help Me Quit' offer which offers advice, support and medication to help

smokers quit. It is intended that this novel approach and tailored marketing, advertising and recruitment techniques, will attract a different 'smoker' audience towards smoking cessation services in Cardiff & Vale with a focus on deprivation.

Delivery of on-line and/or in-person group seminars for a specified number of attendees, led by expert cognitive behavioural therapists. These seminars may last for around 5-6 hours, delivered perhaps in groups of up to 25 smokers. Attendees follow the presentation and speak with the presenter and other attendees throughout the session. At the end of the seminars, participants should leave as non-smokers.

Contract 1. Smoking Cessation Project

Supplier

- Allen Carr's Easyway

Contract value

- £83,333 excluding VAT
- £99,997 including VAT

Below the relevant threshold

Award decision date

5 November 2025

Earliest date the contract will be signed

19 November 2025

Contract dates (estimated)

- 1 December 2025 to 31 March 2026
- 4 months

Main procurement category

Services

CPV classifications

- 80000000 - Education and training services

Contract locations

- UKL22 - Cardiff and Vale of Glamorgan

Procedure

Procedure type

Below threshold - without competition

Supplier

Allen Carr's Easyway

- Public Procurement Organisation Number: PPJC-9826-GJZZ

42 Fernshaw Road

London

SW10 0TF

United Kingdom

Email: nhsliaison@allencarr.com

Region: UKI33 - Kensington & Chelsea and Hammersmith & Fulham

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Smoking Cessation Project

Contracting authority

NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust)

- Public Procurement Organisation Number: PXWV-6492-CGMN

Woodland House, Maes-y-coed Road.

Cardiff

CF14 4HH

United Kingdom

Contact name: Lowri Crossman

Email: lowri.crossman@wales.nhs.uk

Website: <http://nwssp.nhs.wales/ourservices/procurement-services/>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales