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Award

## **CUMBERLAND Enhanced Universal Supervised Tooth Brushing Scheme**

Cumberland Council

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

Notice identifier: 2025/S 000-073200

Procurement identifier (OCID): ocds-h6vhtk-05963a ([view related notices](#))

Published 12 November 2025, 1:50pm

### **Scope**

### **Description**

The council have procured a provider for the provision of the CUMBERLAND Enhanced Universal Supervised Tooth Brushing Scheme for a term of up to 20 months.

This new programme is the latest step in the government's Plan for Change to give children the best start in life and prevent ill health, with this area focusing on the children's oral health crisis.

In Cumberland, oral health is an important Public Health policy area due to the diverse nature of the area and its associated health inequalities. The impact of poor oral health is felt across the area with significant variation.

The estimated total value of the contract over the total contract is a maximum value of £219,417 but no guarantee is given as to the actual value of the contract.

The scheme will deliver a universal supervised toothbrushing program for children aged 3-6 years in formal childcare and school settings, with an initial focus on the 20% most deprived wards in Cumberland.

The provider will supply equipment, training, and ongoing support to settings, ensure staff understand oral health practices, and adhere to the National Supervised Toothbrushing Programme Toolkit.

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## **Contract 1. CUMBERLAND Enhanced Universal Supervised Tooth Brushing Scheme**

### **Supplier**

- AP Smilecare

### **Contract value**

- £219,417 excluding VAT
- £263,300 including VAT

Below the relevant threshold

### **Award decision date**

5 November 2025

### **Earliest date the contract will be signed**

24 November 2025

### **Contract dates (estimated)**

- 1 January 2026 to 31 August 2027
- 1 year, 8 months

### **Main procurement category**

Services

### **CPV classifications**

- 85130000 - Dental practice and related services

### **Contract locations**

- UKD1 - Cumbria

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### **Information about tenders**

- 3 tenders received
  - 3 tenders assessed in the final stage:
    - 3 submitted by small and medium-sized enterprises (SME)
    - 0 submitted by voluntary, community and social enterprises (VCSE)
  - 1 supplier awarded contracts
  - 2 suppliers unsuccessful (details included for contracts over £5 million)
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## Procedure

### Procedure type

Below threshold - open competition

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## Supplier

### AP Smilecare

- Public Procurement Organisation Number: PBYT-1511-WBBH

AP Smilecare, 109 Preston New Road

Blackburn

BB2 6BJ

United Kingdom

Email: [garthela@yahoo.co.uk](mailto:garthela@yahoo.co.uk)

Website: <http://www.apsmilecare.co.uk>

Region: UKD41 - Blackburn with Darwen

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. CUMBERLAND Enhanced Universal Supervised Tooth Brushing Scheme

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## Contracting authority

### Cumberland Council

- Public Procurement Organisation Number: PJGX-9191-DYLV

Cumbria House, 107-117 Botchergate

Carlisle

CA1 1RD

United Kingdom

Email: [peopleprocurement@cumbria.gov.uk](mailto:peopleprocurement@cumbria.gov.uk)

Region: UKD12 - East Cumbria

Organisation type: Public authority - sub-central government