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Contract

## **Stop Smoking Enhanced Digital Intervention Service (PSR MSPP)**

Norfolk County Council

F03: Contract award notice

Notice identifier: 2025/S 000-075579

Procurement identifier (OCID): ocids-h6vhtk-05e53b

Published 20 November 2025, 11:41am

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

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

Norfolk County Council

County Hall, Martineau Lane

Norwich

NR12DH

#### **Contact**

Gemma Wallace

#### **Email**

[gemma.wallace@norfolk.gov.uk](mailto:gemma.wallace@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.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**

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**

This is a Provider Selection Regime (PSR) Notice of Intention to make an award. 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 Procurement Act 2023 and the Public Contracts Regulations 2015 do not apply to this contract. For this contract, Norfolk County Council has used the Most Suitable Provider Process as defined in the Health Care Services (Provider Selection Regime) Regulations 2023.

In April 2024, Local Authorities were given additional money as part of the Smokefree Generation to support smokers in their community access support and increase the number of quit attempts . The funding can also be used to support pathways and drive capacity within the system.

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.

In July 2025 the 10 Year Health Plan for England: fit for the future was published. focusing on three shifts: moving care from hospitals to communities, embracing digital technology, and prioritising prevention over sickness. The government will launch the Health Coach programme in late 2025 to help people manage smoking and vaping, providing guidance and resources. Additionally, effective third-party stop-smoking tools will be offered via HealthStore and opt-out smoking cessation interventions will be integrated into all routine hospital care.

Norfolk County Council is seeking to award the contract to the most suitable provider to deliver services which provide mobile application based digital smoking cessation intervention with behavioural support and the supply of pharmacotherapy nicotine products.

The provider will deliver a stop smoking service in accordance with Russell Standards and National Centre for Smoking Cessation and Training guidelines.

This notice will be published to mark the beginning of the standstill period (8 working

days) as per the requirements of the Provider Selection Regime 2023, ending midnight on 2 December 2025.

#### **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: £425,425

### **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 intend to award a contract under the Health Care Services (Provider Selection Regime) Regulations 2023, 'Most Suitable Provider Process' for the provision of smoking cessation services.

The key criteria that provider's were submitting an application for are:

1. Quality and innovation;
2. Value;
3. Integration, collaboration, and service sustainability;
4. Improving access, reducing health inequalities, and facilitating choice;
5. Social Value;

A notice (2025/S 000-062011) was published for 14 days informing the market of the

intention to follow the Most Suitable Provider Process. The Council sought a providers who were suitable and capable to continue the delivery of this work.

Officers followed a robust evaluation against the above key criteria, after which the most suitable provider was selected.

The service awarded via the Most Suitable Provider process is for a new service with a new provider. The initial contract term will be 16 months (pro rated to 31 March 2027) with the option to extend for a further 12 months. The overall contract value will not exceed £425,425.00.

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality and Innovation / Weighting: 35

Quality criterion - Name: Social Value / Weighting: 1

Quality criterion - Name: Integration, collaboration and service sustainability / Weighting: 20

Quality criterion - Name: Improving Access, reducing health inequalities and facilitating choice / Weighting: 25

Cost criterion - Name: Value as per the Key Criteria / Weighting: 19

#### **II.2.11) Information about options**

Options: Yes

Description of options

The initial contract term will be 16 months (pro rated to 31 March 2027) with the option to extend for a further 12 months

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## **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 decision makers by 2 December 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: Yes

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## **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**

13 November 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 3

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

#### **V.2.3) Name and address of the contractor**

23 Ltd TA Smoke Free

London

Country

United Kingdom

NUTS code

- UKI - London

Companies House

03885216

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £425,425

Total value of the contract/lot: £425,425

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## **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 nor the Procurement Act 2023 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 2 December 2025. This contract has not yet formally been awarded; this notice serves as an intention to award under the PSR.

Following a robust, fair and transparent Key Assessment Criteria evaluation process, the recommendation to award to the most suitable provider was recommend by the Public Health Principal, Performance & Assurance Manager, Public Health Officer, Performance and Assurance Officer for Norfolk County Council. The key decision maker being the Assistant Director Commissioning (Public Health).

Conflict of Interest forms were collected before and after the procurement process and no conflicts of interest were declared.

The decision makers were the Head of Complex Transactions and Sourcing and Assistant Director, Commissioning Public Health.

The winning provider passed the basic selection criteria as defined in the PSR and also scored the highest under the questions against the key criteria. Scoring was undertaken using 0-5 scoring mechanism.

The winning bidder scored the highest marks for all criteria demonstrating a proven app and compliance with the specification around behavioural support, adherence to NICE and NCSCT guidance. Value was demonstrated in terms of additional services being included within the license fee. The response demonstrated good integration with other providers in the system and demonstrated well how they would ensure equality of access and a quick response to need. Good social value was demonstrated in the form of volunteers and added value.

Any representations ( as per the Health Care Services ( Provider Selection Regime) Regulations 2023 should be received by midnight on 2 December 2025. This gives time for any provider who might otherwise have been a provider of the services to which the contract relates to make representations; and for the council to consider those representations and respond as appropriate. If following the council's review of its representations a provider wishes to request that the Independent Patient Choice and Procurement Panel considers its representations, then it must submit its request using a



pro forma published by the panel within 5 working days of receiving the council's decision.

Written representations should be sent to [sourcingteam@norfolk.gov.uk](mailto:sourcingteam@norfolk.gov.uk).

## **VI.4) Procedures for review**

### **VI.4.1) Review body**

Independent Patient Choice and Procurement Panel

London

Email

[england.procurementpanelinfo@nhs.net](mailto:england.procurementpanelinfo@nhs.net)

Country

United Kingdom

### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

Any representations ( as per the Health Care Services ( Provider Selection Regime) Regulations 2023 should be received by midnight on 2 December 2025. This gives time for any provider who might otherwise have been a provider of the services to which the contract relates to make representations; and for the council to consider those representations and respond as appropriate. If following the council's review of its representations a provider wishes to request that the Independent Patient Choice and Procurement Panel considers its representations, then it must submit its request using a pro forma published by the panel within 5 working days of receiving the council's decision.

Written representations should be sent to [sourcingteam@norfolk.gov.uk](mailto:sourcingteam@norfolk.gov.uk).