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Not applicable

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

Norfolk County Council

F14: Notice for changes or additional information

Notice identifier: 2025/S 000-079220

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

Published 3 December 2025, 10:29am

### **Section I: Contracting authority/entity**

#### **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/>

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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.

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## **Section VI. Complementary information**

### **VI.6) Original notice reference**

Notice number: [2025/S 000-075579](#)

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## **Section VII. Changes**

### **VII.1) Information to be changed or added**

### **VII.2) Other additional information**

This is a Provider Selection Regime (PSR) confirmation of contract award notice. This contract has been awarded under the Health Care Services (Provider Selection Regime) Regulations 2023. For the avoidance of doubt, the provisions of the Public Contracts Regulations 2015 and Procurement Act 2023 do not apply to this award. This contract has now been formally awarded using the most suitable provider process.

The contract can commence from 3 December 2025 and will terminate on 31 March 2027, with an optional extension for 12 months.

The amount payable to the provider under this contract will not exceed £425,425.00.

Date of Contract Award: 3rd December 2025

Contract Start Date: 3rd December 2025

End Date: 31 March 2027

Extension: 12 months

The contract value will not exceed £425,425.00