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Not applicable

Smoke Free Generation

Lincolnshire County Council

F14: Notice for changes or additional information

Notice identifier: 2025/S 000-082570

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

Published 12 December 2025, 3:03pm

Section I: Contracting authority/entity

I.1) Name and addresses

Lincolnshire County Council

County Offices, Newland

Lincoln

LN1 1YL

Contact

Miss Katie Turner

Email

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Telephone

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Country

United Kingdom

Region code

UK - United Kingdom

Lincolnshire County Council, UK

Local Authority

Internet address(es)

Main address

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

Buyer's address

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

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.

Section VI. Complementary information

VI.6) Original notice reference

Notice number: [2025/S 000-069257](#)

Section VII. Changes

VII.1.2) Text to be corrected in the original notice

Section number

VI.3

Instead of

Text

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 7th 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 the ProContract portal
- 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.

Read

Text

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 do not apply to this award. This contract has now been formally awarded using direct award process C.

Provider: Thrive Tribe Ltd

Address of provider registered office: 167-169 Great Portland Street, London, W1W
5PF

- The contract was awarded on 1st October 2025 and will expire on 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.

- Contract value £388,090.00 which is the amount payable to the provider under the contract.

No reviews were undertaken during the standstill period.

There were no declare or potential conflicts of interest during the decision making process.