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Planning

HAC6134 - London Tobacco Alliance and Stop Smoking London Supplier Framework

Tower Hamlets

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-083817

Procurement identifier (OCID): ocds-h6vhtk-05f7d0

Published 17 December 2025, 12:49pm

Scope

Reference

HAC6134

Description

London Tobacco Alliance is a London-wide partnership of key organisations aiming to make London smoke free by 2030. It is a programme hosted by London Borough of Tower Hamlets (LBTH), under the umbrella of the Association of Directors of Public Health, London (ADPHL). Key partners include Local Authority Directors of Public Health (DsPH), NHS London, OHID, London Councils, NHS London clinical networks, London Trading Standards, Action on Smoking and Health and London academic partners. Stop Smoking London is the delivery arm of the LTA and is also hosted by LBTH. Somen Banerjee, Director of Public Health LBTH is the lead for the pan London tobacco control programme on behalf of all DsPH through ADPHL. The aim of the LTA is to deliver 'once for London' resources to support the work locally by local authority and NHS partners and provide content of interest to key stakeholders and communicate key messages, and to host these resources on its website for system partners to access. The aim of SSL is to

increase SSL brand awareness, drive users to the SSL website, through organic awareness or paid activity, to drive quit smoking attempts and successes. To help Londoners quit smoking, the SSL website provides online information, signposting to local services, a text messaging service, and a digital app. Promotion of the service is through targeted digital marketing, linked to regionals and national campaigns, as well as through local authority and NHS communication channels. LTA and SSL has a small programme team and commissions a number of suppliers involved in marketing, communications, website management and stakeholder management.

Commercial tool

Establishes a framework

Total value (estimated)

- £579,600 excluding VAT
- £724,500 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 July 2026 to 30 June 2029
- 3 years

Main procurement category

Services

CPV classifications

- 85000000 - Health and social work services

Contract locations

- UK - United Kingdom

Engagement

Engagement deadline

5 January 2026

Engagement process description

The London Tobacco Alliance (LTA) and Stop Smoking London (SSL) are collaborative, city-wide programmes under the umbrella of the Association of Directors of Public Health, London (ADPH London). They are dedicated to making London a smokefree city by 2030 and addressing the significant health inequalities caused by tobacco use.

The LTA acts as a strategic partnership, bringing together key stakeholders from public health,

trading standards, the NHS, local councils, and the voluntary sector to share best practices and develop a coordinated, system-wide approach.

SSL serves as the public-facing arm of this initiative, providing a range of accessible, free digital

services and information to support Londoners in their journey to quit smoking.

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Publication date of tender notice (estimated)

31 March 2026

Contracting authority

Tower Hamlets

- Public Procurement Organisation Number: PQBL-2673-MVYG

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Organisation type: Public authority - sub-central government