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Contract

General Dental Services and Unscheduled (Urgent Treatment) for Lot 1 Holt and Wells-next-the-Sea Lot 2 – Thetford

NHS Norfolk & Waveney Integrated Care Board

F03: Contract award notice

Notice identifier: 2025/S 000-084558

Procurement identifier (OCID): ocids-h6vhtk-059b25

Published 18 December 2025, 3:52pm

Section I: Contracting authority

I.1) Name and addresses

NHS Norfolk & Waveney Integrated Care Board

County Hall, Martineau Ln

Norwich

NR1 2DH

Contact

Neelam Saroe

Email

neelamsaroe@nhs.net

Country

United Kingdom

Region code

UKH15 - Norwich and East Norfolk

Internet address(es)

Main address

<https://www.improvinglivesnw.org.uk/about-us/our-nhs-integrated-care-board-icb/icb-contact/>

Buyer's address

<https://www.improvinglivesnw.org.uk/about-us/our-nhs-integrated-care-board-icb/icb-contact/>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Health

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

General Dental Services and Unscheduled (Urgent Treatment) for Lot 1 Holt and Wells-next-the-Sea Lot 2 – Thetford

Reference number

AG25511

II.1.2) Main CPV code

- 85131000 - Dental-practice services

II.1.3) Type of contract

Services

II.1.4) Short description

NHS Norfolk and Waveney Integrated Care Board (referred to as the Commissioner) intend to award contracts to Damira Dental Studios Ltd for the provision of General Dental Services and Unscheduled Care (Urgent Treatment) Services for Lot 1 Holt and Wells – next– the – Sea and Lot 2 – Thetford following a Competitive Process.

Note - the Estimated Total Value of the procurement in section

II.1.7.1 Value (excluding VAT) is based on the annual contract value for both Lot 1 and Lot 2 as the General Dental Services contract has no end date and is held in perpetuity.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £1,097,292

II.2) Description

II.2.1) Title

Lot 1 - Holt and Wells – next – the – Sea

Lot No

1

II.2.2) Additional CPV code(s)

- 85100000 - Health services

II.2.3) Place of performance

NUTS codes

- UKH16 - North and West Norfolk

Main site or place of performance

Holt and Wells – next – the – Sea

II.2.4) Description of the procurement

This is an intention to award notice under the competitive process.

NHS Norfolk and Waveney Integrated Care Board (referred to as the Commissioner) intend to award a contract to Damira Dental Studios Ltd for the provision of General Dental Services and Unscheduled Care (Urgent Treatment) Services for Lot 1 Holt and Wells – next– the – Sea following a robust Competitive Process.

Services are expected to commence on 1st April 2026 and as this is an NHS General Dental Services Contract, the contract will have no end date.

The estimated value per annum is £641,534.00. Note - the Estimated Total Value in section V.2.4.1 Initial estimated total value is based on the annual contract value for Lot 1 as the General Dental Services contract has no end date and is held in perpetuity.

This is an existing service and an existing provider.

II.2.5) Award criteria

Quality criterion - Name: Social Value / Weighting: 10.00%

Quality criterion - Name: Quality and Innovation / Weighting: 46.00%

Quality criterion - Name: Integration, Collaboration & Service Sustainability / Weighting: 6.00%

Quality criterion - Name: Improving access, reducing health inequalities and facilitating Choice / Weighting: 33.00%

Price - Weighting: 5.00%

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Lot 2 - Thetford

Lot No

2

II.2.2) Additional CPV code(s)

- 85100000 - Health services

II.2.3) Place of performance

NUTS codes

- UKH17 - Breckland and South Norfolk

Main site or place of performance

Thetford

II.2.4) Description of the procurement

This is an intention to award notice under the competitive process.

NHS Norfolk and Waveney Integrated Care Board (referred to as the Commissioner) intend to award a contract to Damira Dental Studios Ltd for the provision of General Dental Services and Unscheduled Care (Urgent Treatment) Services for Lot 2 Thetford following a robust Competitive Process.

Services are expected to commence on 1st April 2026 and as this is an NHS General Dental Services Contract, the contract will have no end date.

The estimated value per annum is £455,758.00. Note - the Estimated Total Value in section V.2.4.1 Initial estimated total value is based on the annual contract value for Lot 2 as the General Dental Services contract has no end date and is held in perpetuity.

This is a new service and a new provider.

II.2.5) Award criteria

Quality criterion - Name: Quality and Innovation / Weighting: 46.00%

Quality criterion - Name: Integration, Collaboration & Service Sustainability / Weighting: 6.00%

Quality criterion - Name: Improving access, reducing health inequalities and facilitating Choice / Weighting: 33.00%

Quality criterion - Name: Social Value / Weighting: 10.00%

Price - Weighting: 5.00%

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2025/S 000-060641](#)

Section V. Award of contract

Lot No

1

Title

Lot 1 - Holt and Wells – next – the – Sea

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

15 November 2025

V.2.2) Information about tenders

Number of tenders received: 2

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

V.2.3) Name and address of the contractor

Damira Dental Studios Ltd

2 Minton Place, Victoria Road

Bicester

OX26 6QB

Country

United Kingdom

NUTS code

- UKJ1 - Berkshire, Buckinghamshire and Oxfordshire

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £641,534

Total value of the contract/lot: £641,534

Section V. Award of contract

Lot No

2

Title

Lot 2 - Thetford

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

15 November 2025

V.2.2) Information about tenders

Number of tenders received: 4

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

V.2.3) Name and address of the contractor

Damira Dental Studios Ltd

2 Minton Place, Victoria Road

Bicester

OX26 6QB

Country

United Kingdom

NUTS code

- UKJ1 - Berkshire, Buckinghamshire and Oxfordshire

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £455,758

Total value of the contract/lot: £455,758

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 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 12pm (midnight) on Monday 5th January 2026. This contract has not yet formally been awarded; this notice serves as an intention to award a contract under the competitive process of the PSR.

Written representations need to be sent via the Atamis e-tendering portal, Project Reference: C389490 - General and Unscheduled Dental Services for Holt, Wells-next-the-Sea & Thetford

The award decision makers are Primary Care Commissioning Committee, NHS Norfolk and Waveney ICB and The Project Group.

The evaluation panel consisted of NHS Norfolk and Waveney Integrated Care Board personnel: -

Senior Primary Care Commissioning Manager
Finance Manager
Head of Finance Primary Care & Corporate
Senior Contract Support
Senior Nurse for POD
Quality Improvement Dental Nurse
Primary Care Commissioning Officer
Senior Special Projects Manager
Primary Care Commissioning Support Officer Pharmacy & Optometry
Senior Primary Care Delivery Manager
Senior Programme Manager Health Inequalities & VCSE Partnering
Commissioning Manager – Pharmacy and Optometry
Head of Primary Care Strategic Planning
Primary Care Commissioning Manager – Interface
Head of Primary Care Commissioning (Dental & GP)

Four potential conflicts of interest were flagged as part of this process. The four conflicts of interest were reviewed by the Project Leads who agreed that the four members who identified potential conflicts of interest were to remain as part of the evaluation panel.

The perceived conflicts of interest were mitigated against as no prior information or contractual information regarding the Provider was taken into consideration when evaluating. The panel members who did identify perceived conflicts of interest were never the sole voice on any scores as each question had more than one panel member and was the questions were discussed in depth as part of a robust moderation process.

The Basic Selection Criteria was scored on a Pass/Fail or For Information basis. The Key Criteria were a combination of Pass/Fail or weighted questions as follows:

1. Quality and Innovation 46.00%
2. Value 5.00%
3. Integration, Collaboration & Service Sustainability 6.00%
4. Improving access, reducing health inequalities and facilitating Choice 33.00%
5. Social Value 10.00%

The weightings for the 5 key criteria were determined by the procurement panel to give appropriate relative importance to each of the sections equally in line with the commissioning expectations for the service. These were assessed on a scored basis (0-5), with the exception of the Value Key Criteria which was scored on a Pass/Fail basis, as per the evaluation criteria set out within the procurement documentation.

The awarded Provider has been selected as they have met all requirements of the Basic Selection Criteria and scored the highest overall out of 100% against the published Key Criteria (listed above).

VI.4) Procedures for review

VI.4.1) Review body

NHS England Independent Patient Choice and Procurement Panel

London

London

SE1 8UG

Country

United Kingdom

Internet address

<https://www.england.nhs.uk/commissioning/how-commissioning-is-changing/nhs-provider->

[selection-regime/independent-patient-choice-and-procurement-panel/](#)

VI.4.4) Service from which information about the review procedure may be obtained

NHS Arden and Greater East Midlands Commissioning Support Unit

Cardinal Square, 10 Nottingham Road

Derby

DE1 3QT

Country

United Kingdom

Internet address

<https://www.ardengemcsu.nhs.uk/>