

**United Kingdom-Lichfield: Health services**  
**OJ S 184/2019 24/09/2019**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

---

**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Ministry of Defence, C&C, Defence Medical Services (DMS)

Postal address: DMS Whittington, Coltman House

Town: Lichfield

NUTS code: UK United Kingdom

Postal code: WS14 9PY

Country: United Kingdom

E-mail: [carol.holmes526@mod.gov.uk](mailto:carol.holmes526@mod.gov.uk)

Telephone: +44 1543434722

**Internet address(es):**

Main address: [www.contracts.mod.uk](http://www.contracts.mod.uk)

**I.4. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

Defence

---

**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Provision of Alcohol Health Promotion and SME Support Service

Reference number: 700004442

**II.1.2. Main CPV code**

85100000 Health services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The authority has a requirement for the provision of alcohol health promotion and an expert advice service. The proposed contract shall be for a period of 3 years commencing October 2019 and ending September 2022.

The successful service provider shall deliver a combination of quality assured alcohol health promotion and risk reduction materials (physical and digital content) to military staff. The successful provider will also work closely with Defence Authorities to provide alcohol harm reduction expertise to advise on policy development and service delivery programmes.

#### **II.1.6. Information about lots**

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 150 000,00 GBP

### **II.2. Description**

#### **II.2.3. Place of performance**

NUTS code: UK United Kingdom

Main site or place of performance: UNITED KINGDOM.

#### **II.2.4. Description of the procurement**

The authority has a requirement for the provision of alcohol health promotion and an expert advice service. The proposed contract shall be for a period of 3 years commencing October 2019 and ending September 2022.

The service provider shall deliver 2 services. The first is to provide a range of alcohol health promotion, education, prevention, skills development and early intervention materials. These will be supplied as both physical and digital content and should be tailored to the needs of Defence both in terms of content and style (imagery and tone). The second is to provide expertise, advice and guidance on clinical, research and general policy developments and may include an international element within the field of alcohol and alcohol related harm reduction.

The provider will be expected to work across Defence and meet the needs of a variety of stakeholders ranging from Defence primary and dental care services through to the needs of each single service.

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

Price

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

Options: yes

Description of options:

The authority has the option, within its sole discretion, to extend the contract by up to 2 periods of 12 months each.

#### **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.2.14. Additional information**

### **Section IV: Procedure**

---

#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Open procedure

##### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

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

The procurement is covered by the Government Procurement Agreement: yes

## **IV.2. Administrative information**

### **IV.2.8. Information about termination of dynamic purchasing system**

### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

## **Section V: Award of contract**

---

**Contract No:** 700004442

**Title:**

Provision of Alcohol Health Promotion and SME Support Service

A contract/lot is awarded: yes

### **V.2. Award of contract**

#### **V.2.1. Date of conclusion of the contract**

03/09/2019

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

Number of tenders received: 3

Number of tenders received from SMEs: 3

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

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

Official name: The Drinkaware Trust

Postal address: Salisbury House, 3rd Floor, London Wall

Town: London

NUTS code: UK United Kingdom

Postal code: EC2M 5QQ

Country: United Kingdom

E-mail: [ajones@drinkaware.co.uk](mailto:ajones@drinkaware.co.uk)

Telephone: +44 2077669924

The contractor is an SME: yes

#### **V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 150 000,00 GBP

Total value of the contract/lot: 150 000,00 GBP

#### **V.2.5. Information about subcontracting**

## **Section VI: Complementary information**

---

### **VI.3. Additional information**

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement. The authority reserves the right to amend any condition related to security of information to reflect any changes in national law or government policy. If any contract documents are accompanied by instructions on safeguarding classified information (e.g. a Security Aspects Letter), the Authority reserves the right to amend the terms of these instructions to reflect any changes in national law or

government policy, whether in respect of the applicable protective marking scheme, specific protective markings given, the aspects to which any protective marking applies, or otherwise. The link below to the Gov.uk website provides information on the Government Security Classification. GO Reference: GO-2019919-DCB-15384664

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

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

Official name: Ministry of Defence, C&C, Defence Medical Services (DMS)  
Postal address: DMS Whittington  
Town: Lichfield  
Postal code: WS14 9PY  
Country: United Kingdom  
E-mail: [carol.holmes526@mod.gov.uk](mailto:carol.holmes526@mod.gov.uk)  
Telephone: +44 1543434722

##### **VI.4.2. Body responsible for mediation procedures**

Official name: Ministry of Defence, C&C, Defence Medical Services (DMS)  
Town: Lichfield  
Postal code: WS14 9PY  
Country: United Kingdom  
E-mail: [carol.holmes526@mod.gov.uk](mailto:carol.holmes526@mod.gov.uk)  
Telephone: +44 1543434722

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

Official name: Ministry of Defence, C&C, Defence Medical Services (DMS)  
Town: Lichfield  
Postal code: WS14 9PY  
Country: United Kingdom  
E-mail: [carol.holmes526@mod.uk](mailto:carol.holmes526@mod.uk)  
Telephone: +44 1543434722

##### **VI.5. Date of dispatch of this notice**

19/09/2019