



Operational Officer Decision Record

Where the decision has a financial value of between £100k - £350k and does not have a **significant** impact on two or more wards

1. Subject and details of the matter (to include reasons for the decision and detail of any previous cabinet decision)

Approval to award the contract for the Tobacco Programme – Quit Together.

The Whole life value of the contract is £149,800.00

The maximum duration of the contract is 13 months.

The contract requires the provider to create, produce, and install visual material using 'Quit Together' branding within acute secondary care settings within the Humber and North Yorkshire Health and Care Partnership to raise awareness of the new stop smoking services (tobacco dependency treatment services) available to all inpatients and reinforce the messaging that hospitals are smokefree sites. The provider will also be required to produce a dedicated maternity focused campaign, and a dedicated mental health campaign for use in settings for these patients.

Following conclusion of the evaluation process, Eskimosoup Limited have been identified as the most economically advantageous tenderer, and so approval is sought to award the contract to deliver the Tobacco Programme – Quit Together to Eskimosoup Limited.

2. Decision being taken

That the Director Adult Services in consultation with the Portfolio Holder for Health, Wellbeing and Adult Social Care approves award of the contract for the Tobacco Programme – Quit Together to Eskimosoup Limited for a maximum 13 months.

3. Anticipated outcome(s)/benefits

The contract for the Tobacco Programme – Quit Together is awarded to Eskimosoup Limited for a maximum of 13 months.

4. Details of any alternative options considered and rejected by the officer when making the decision

It was considered to split the funds and allocate a proportion to each Trust to promote the service, but this would mean that we wouldn't have had uniformity in the end result, and also wouldn't have benefitted from cost savings of working on a larger scale. There would also be additional costs in terms of staffing, of 5 teams working on the same project and producing different items.

5. Background documents considered (web link to be included or copies of documents for publishing)

None.

6. Does the taking of the decision include consideration of Exempt information? If yes, specify the relevant paragraph of Schedule 12A and the reasons

N/A

7. Details of any conflict of interest declared by any Cabinet Member who was consulted by the officer which relates to the decision (in respect of any declared conflict of interest, please provide a note of dispensation granted by the Council's Chief Executive)

No conflicts of interest have been identified.

8. Monitoring Officer Comments (Monitoring Officer or nominee)

The procurement exercise has been conducted so as to comply with the Council's policy and legal obligations, specifically in compliance with the Council's Contract Procedure Rules and the Public Contracts Regulations 2015 and supported by

relevant officers. Legal Services will support the completion of the contractual documentation on award.

9. Section 151 Officer Comments (Deputy S151 Officer or nominee)

This contract will be fully funded from a budget held within an earmarked reserve which is held specifically for the delivery of this type of service. This is a limited resource so any arrangements after the referenced contract period would need to be reconsidered.

10. Human Resource Comments (Head of People and Culture or nominee)

There are no direct HR implications contained within this ODR

11. Risk Assessment (in accordance with the Report Writing Guide)

The risk of not procuring the promotional work is that the behaviour change (general public understanding that hospitals are Smokefree, but that nicotine replacement therapy is available for any patients who are dependant) will take significantly longer and may never realise its potential and gain full public understanding and acceptance.

Without the procured services:

Hospitals within the ICS would not have adequate marketing material and signage to let people know that sites are Smokefree, that patients, staff and visitors continue to smoke on the grounds thus endangering their own lives, and those around them who breathe in their second-hand smoke.

The tobacco dependency treatment services are not promoted and highlighted, therefore not understood by staff, patients or visitors and the whole purpose of this programme of work is not realised. This would be a waste of the huge investment and commitment by the government to reduce smoking rates.

12. If the decision links to a previous one taken by Cabinet, has the Cabinet Tracker been updated?

N/A

13. Decision Maker(s):

Name:

Title: Director of Adult Services

Signed: REDACTED

Dated: **23/03/23**

**14. Consultation carried out with
Portfolio Holder(s):**

Name: Cllr. Stan Shreeve

Title: Portfolio Holder for Health,
Wellbeing and Adult Social Care

Signed: REDACTED

Dated: 29th March 2023