

Reference: FOI.ICY-2526/338

Subject: SMS Messaging Contracts

I can confirm that the ICB does hold some of the information requested; please see responses below:

QUESTION	RESPONSE																								
<p>1. Please provide the following regarding SMS (text messaging) services contracts used by your Integrated Care Board (or predecessor CCGs before July 2022) for patient communications:</p> <p>For each financial year 2022/23, 2023/24, and 2024/25 (or latest available), ideally in table format:</p> <ul style="list-style-type: none"> i. SMS provider name(s) ii. Total contract value/spend (including VAT) iii. Number of SMS messages sent and/or credits/units included in that cost iv. Any overspend (e.g., extra charges for exceeding included messages) – amount and brief reason v. Top 10 organisations (name and ODS code if available) that sent the most SMS messages, with volumes sent <p>2. If a tender, retender, mini-competition, framework call-off, or direct award occurred in this period:</p> <ul style="list-style-type: none"> i. Tender details / requirements ii. Bid costs/values from all tendering providers broken down by name. 	<table border="1"> <thead> <tr> <th>Provider</th> <th>BT</th> <th>BT</th> <th>BT</th> </tr> </thead> <tbody> <tr> <td>FY</td> <td>22/23</td> <td>23/24</td> <td>24/25</td> </tr> <tr> <td>£ (ex VAT)</td> <td>Unknown</td> <td>648964</td> <td>770000</td> </tr> <tr> <td>No of SMS</td> <td>Unknown</td> <td>33,000,000</td> <td>35,000,000</td> </tr> <tr> <td>Overspend</td> <td>Unknown</td> <td>N/A</td> <td>N/A</td> </tr> <tr> <td>ODS</td> <td>Unknown</td> <td>Unknown</td> <td>Unknown</td> </tr> </tbody> </table> <p>2022/23 information not known.</p> <p>Framework – Direct Award</p> <p>Current contract ended December 2024, currently on a rolling contract awaiting new National Framework Agreement.</p>	Provider	BT	BT	BT	FY	22/23	23/24	24/25	£ (ex VAT)	Unknown	648964	770000	No of SMS	Unknown	33,000,000	35,000,000	Overspend	Unknown	N/A	N/A	ODS	Unknown	Unknown	Unknown
Provider	BT	BT	BT																						
FY	22/23	23/24	24/25																						
£ (ex VAT)	Unknown	648964	770000																						
No of SMS	Unknown	33,000,000	35,000,000																						
Overspend	Unknown	N/A	N/A																						
ODS	Unknown	Unknown	Unknown																						

<ul style="list-style-type: none">iii. Winning provider and cost differences between bidsiv. Confirmation whether all bids were directly comparable (same scope, volume, features, service levels) or notes on any differencesv. If the winning provider was not selected solely on lowest cost, please provide details of the other reasons or evaluation criteria that led to their selection (e.g., quality scores, technical capability, service levels, innovation, or weighting of criteria)vi. Current contract end date	
--	--

If 2024/25 data is incomplete, provide latest available.

The information provided in this response is accurate as of 7 January 2026 and has been approved for release by Seb Habibi, Interim Chief Transformation and Digital Officer for NHS Bristol, North Somerset and South Gloucestershire ICB.