

**Reference:** FOI.ICB-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"><li>i. SMS provider name(s)</li><li>ii. Total contract value/spend (including VAT)</li><li>iii. Number of SMS messages sent and/or credits/units included in that cost</li><li>iv. Any overspend (e.g., extra charges for exceeding included messages) – amount and brief reason</li><li>v. Top 10 organisations (name and ODS code if available) that sent the most SMS messages, with volumes sent</li></ul> | <table><tr><th>Provider</th><th>BT</th><th>BT</th><th>BT</th></tr><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></table> <p>2022/23 information not known.</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    |    |    |    |       |       |       |            |         |        |        |           |         |            |            |           |         |     |     |     |         |         |         |
| <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"><li>i. Tender details / requirements</li><li>ii. Bid costs/values from all tendering providers broken down by name.</li></ul>  | <p>Framework – Direct Award</p> <p>Current contract ended December 2024, currently on a rolling contract awaiting new National Framework Agreement.</p>   |            |            |    |    |    |       |       |       |            |         |        |        |           |         |            |            |           |         |     |     |     |         |         |         |

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| <ul style="list-style-type: none"> <li>iii. Winning provider and cost differences between bids</li> <li>iv. Confirmation whether all bids were directly comparable (same scope, volume, features, service levels) or notes on any differences</li> <li>v. 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)</li> <li>vi. Current contract end date</li> </ul> <p>If 2024/25 data is incomplete, provide latest available.</p> |  |
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***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.***