

## **REPORT TITLE: Public Health Contract for Tier 1 & 2 Services**

**To:**

Cabinet

15<sup>th</sup> July 2025

**Report by:**

Laura Adcock, Strategic Health and Wellbeing Lead

Tel: 01223 457649 Email: [laura.adcock@cambridge.gov.uk](mailto:laura.adcock@cambridge.gov.uk)

**Wards affected:**

All

Director Approval: Director Sam Scharf confirms that the report author has sought the advice of all appropriate colleagues and given due regard to that advice; that the equalities impacts and other implications of the recommended decisions have been assessed and accurately presented in the report; and that they are content for the report to be put to the Cabinet/Cabinet Member for decision.

<b>1.</b>	<b>Recommendations</b>
1.1	<p>It is recommended that Cabinet:</p> <ol style="list-style-type: none"> <li>1. Approve giving delegated authority to the Director of Communities, in consultation with the relevant Cabinet member, to enter into a contract with Cambridgeshire County Council for the delivery of the Healthy Behaviours Change Service for the City, should the City Councils bid be successful and subject to final due diligence.</li> </ol>
<b>2.</b>	<b>Purpose and reason for the report</b>
2.1	<p>The City Council submitted a bid to Cambridgeshire County Council for the delivery of the Healthy Behaviours Change Service contract on 23<sup>rd</sup> June 2025. Approval to submit the bid was taken as an urgent decision and reported to Cabinet on 24<sup>th</sup> June 2025. We expect to be notified about the outcome of our bid at the start of August. If the bid is successful, we will need to begin the work to mobilise straight away in order to meet the contract start date of 1<sup>st</sup> October 2025.</p>

	The City Councils constitution (section 11.3) requires decisions of this nature to be made by Cabinet.
2.2	There is an exempt appendix (Appendix 2) attached to this report that is NOT FOR PUBLICATION by reason of paragraph 3 of Schedule 12A of Part 1 of the Local Government Act 1972 because it contains information relating to the financial or business affairs of any particular person (including the authority holding that information). The public interest test has been applied to the information contained within this exempt appendix and it is considered that the need to retain the information as exempt outweighs the public interest in disclosing it.
3.	<b>Alternative options considered</b>
3.1	The alternative option would be to wait until the notification of award has been published by the County Council to bring this decision to cabinet. However, delaying the signing of the potential contract may have impact on when programme delivery starts. This will impact service delivery and contractual staffing arrangements related to health and behaviour programmes across the city. Given the significant time pressures, and that the schedule of future cabinet meetings do not align, this option would not be recommended.
4.	<b>Background and key issues</b>
4.1	<p><b>4.1 Background</b></p> <p>The City Council has held the current contract with the County Council for the provision of tier 1 behaviour change services (prevention and lifestyle) since 2020, and has a proven track record in the co-ordination and delivery of services which include the provision of activities such as strength and balance classes, exercise referrals and the delivery of many community level interventions in partnership with local organisations.</p> <p>The new contract transitions from the current County-wide model to a place-based delivery model. This approach merges Tier 1 and Tier 2 (structured interventions) services and includes services such as smoking cessation, alcohol reduction, weight management, NHS health checks, nutrition, physical activity, falls prevention, and community outreach. It has a focus on modifiable lifestyle behaviours that reduce life expectancy, increase health inequalities, and increase the risk of chronic diseases</p>

	<p>including cardiovascular disease (CVD), diabetes, some cancers, respiratory illnesses, and dementia, as well as negatively affecting mental wellbeing. More details on the new contract can be found in the published tender notice which is included as <i>appendix A</i>.</p> <p><b>4.2 Bid Submission Details</b></p> <p>Cambridge City Council has submitted a bid for the Cambridge City part of the new contract. It reflects our vision focused on residents enjoying a high quality of life and exemplar public services and ambition to strengthen neighbourhood-based work across the public sector, enhance local partnerships, and better connect services that support residents to lead healthier lives.</p> <p>The contract has an estimated value of £1.5m over its 5-year duration, and there is an option to extend the contract by a further 2 years subject to the agreement of both parties.</p> <p>As this is a live and competitive process, no further detail of the bid can be shared publicly at this time.</p>
<b>5.</b>	<b>Corporate plan</b>
5.1	<p><i>Explain how the decision links to the Councils Corporate Plan</i></p> <p><a href="#">Corporate plan 2022-27: our priorities for Cambridge - Cambridge City Council</a></p> <ul style="list-style-type: none"> <li>• Tackling poverty and inequality and helping people in the greatest need.</li> </ul> <p>While specific detail cannot be shared, the bid has been written to ensure that it considers how we can improve health outcomes for people who are considered to be in target priority groups, using a population management approach to identify higher levels of need. This includes, for example, people living in the most deprived areas of the City, people from certain ethnic minorities and those with mental health needs.</p> <p>It also speaks directly to the Council's Vision where:</p> <p>Residents enjoy a high quality of life and exemplar public services</p> <ul style="list-style-type: none"> <li>• Communities are thriving and empowered, supported by well-run public services, and drawing on shared prosperity with greater equality in health and educational outcomes.</li> </ul>
<b>6.</b>	<b>Consultation, engagement and communication</b>

6.1	In order to write our bid, we have engaged with local partners from sectors including health and community organisations to help ensure that we understand the opportunities and challenges within the City. If we are successful in being awarded the contract further consultation and co-design workshops will take place, however details cannot be shared publicly at this time due to the sensitive commercial nature.
7.	<b>Anticipated outcomes, benefits or impact</b>
7.1	<p>As an authority we already play a key role in delivering, coordinating, facilitating and enabling programmes related to the wider determinants of health. The council is well placed to lead this contract.</p> <p>It is anticipated that by leading this work we can:</p> <ul style="list-style-type: none"> <li>• Increase the take up of engagement with programmes including alcohol reduction, smoking cessation, weight management, falls prevention and NHS health checks.</li> <li>• Remove barriers to accessing behaviour change services, including digital, cultural and physical barriers.</li> <li>• Work with voluntary and community organisations to deliver hyperlocal, tailored interventions, particularly in areas or among groups mainstream services are not reaching.</li> <li>• Build upon the foundations of partnership-led prevention across Cambridge, integrating public health, primary care, and community partners.</li> <li>• Provide better connected services and support pathways to our most vulnerable tenants and residents.</li> </ul>
8.	<b>Implications</b>
8.1	<b>Relevant risks</b>
	<p>Entering into a contract of this nature will inevitably expose the Council to some level of risk. There may be reputational, financial and legal risk if the Council is unable to deliver the contract to the specification required, however this has been fully considered as part of the bid submission process. Due diligence will be carried out prior to signing the contract to ensure risk is minimised as fully as possible.</p>

	<b>Financial Implications</b>
8.2	The Council's bid has been fully costed to ensure that we are able to deliver the requirements of the contract within the financial envelop available. We don't expect there to be any financial implication to the Council. The Councils Chief Financial Officer has been made aware of the bid.
	<b>Legal Implications</b>
8.3	Colleagues from 3C Legal Services were engaged with during the bidding process to provide advice on the proposed contract, and should we be successful they will be further involved in discussions with the County Council before the contract is signed.
	<b>Equalities and socio-economic Implications</b>
8.4	To follow upon successful acceptance as the winning bidder.
	<b>Net Zero Carbon, Climate Change and Environmental implications</b>
8.5	A climate change rating tool has been completed and has determined that this proposal is expected to have a neutral impact.
	<b>Procurement Implications</b>
8.6	Procurement advice has been taken and will be considered before any contract is entered into.
	<b>Community Safety Implications</b>
8.7	Not applicable.
9.	<b>Background documents</b> Used to prepare this report, in accordance with the Local Government (Access to Information) Act 1985

9.1	None.
<b>10.</b>	<b>Appendices</b>
10.1	Appendix 1 – Published Tender Notice Appendix 2 – Briefing Note (NOT FOR PUBLICATION)
	To inspect the background papers or if you have a query on the report please contact Laura Adcock, Strategic Health and Wellbeing Lead, tel: 01223 457649, email: laura.adcock@cambridge.gov.uk