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Tender

## **Behaviour Change**

Cambridgeshire County Council

F02: Contract notice

Notice identifier: 2025/S 000-022281

Procurement identifier (OCID): ocds-h6vhtk-0515f9

Published 16 May 2025, 2:36pm

## **Section I: Contracting authority**

### **I.1) Name and addresses**

Cambridgeshire County Council

New Shire Hall Emery Crescent Enterprise Campus,

Alconbury Weald, Huntingdon

PE28 4YE

### **Contact**

Thomas Clarke

### **Email**

[Thomas.Clarke@cambridgeshire.gov.uk](mailto:Thomas.Clarke@cambridgeshire.gov.uk)

### **Country**

United Kingdom

**Region code**

UKH12 - Cambridgeshire CC

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

[www.cambridgeshire.gov.uk](http://www.cambridgeshire.gov.uk)

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://procontract.due-north.com/Procurer/Advert/View?advertId=1bc7a7a2-5715-f011-8136-005056b64545&fromAdvertEvent=True>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

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

Regional or local authority

**I.5) Main activity**

General public services

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## **Section II: Object**

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

#### **II.1.1) Title**

Behaviour Change

Reference number

24008

#### **II.1.2) Main CPV code**

- 85100000 - Health services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Cambridgeshire County Council are tendering for a Behaviour Change Service that will deliver evidenced based health improvement and behaviour change interventions, to support Cambridgeshire residents adopt healthy behaviours. It has a focus on modifiable lifestyle behaviours that reduce life expectancy, increase health inequalities, and increase the risk of chronic diseases including cardiovascular disease (CVD), diabetes, some cancers, respiratory illnesses, and dementia, as well as negatively affecting mental wellbeing.

The provision of evidence-based services is essential if the Services are to support delivery of the key high-level outcomes.

The Service will reflect the principle of proportionate universalism and will use population health management approach to identify higher levels of need.

It will address health inequities and inequalities through embedding proportionate universalism into service delivery ensuring that services are delivered at scale and intensity proportionate to the local need.

This procurement will be conducted in accordance with the Provider Selection Regime (PSR) of the Healthcare Services Regulations 2023.

#### **II.1.5) Estimated total value**

Value excluding VAT: £11,333,483

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

## **II.2) Description**

### **II.2.1) Title**

Cambridge City

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 85100000 - Health services

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

NUTS codes

- UKH12 - Cambridgeshire CC

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

The Cambridge City place based behaviour change service will provide a flexible and adaptable framework that aligns with needs, enabling a personalised and integrated approach to service delivery. The service will encompass prevention, treatment and long-term behaviour change by encouraging and enabling local people to adopt healthier lives, making more effective use of the assets and resources within Cambridgeshire City. The service model is based on the principle of universal proportionalism, ensuring that interventions are scaled according to the level of need, with targeted support for those facing the greatest challenges.

It will:

1. Provide specialist behaviour change services that address the four key health behaviours that relate but not exclusively to diet, physical activity, smoking and alcohol.

2. Provide obesity related services that address primary prevention and weight management services (Tiers 1 and 2)
3. Work collaboratively with partner organisations and communities to develop and deliver innovative interventions and services to support health related behaviour change.
4. Implement integrated service pathways based on connections rather than signposting that will decrease duplication and use resources more effectively in collaboration with system partners.
5. Deliver a falls prevention service that focuses upon early prevention of falls.
6. Ensure that the wider socio-economic needs of service users are addressed to support behaviour change
7. Working with local partners secure support for environment policy changes that will positively influence health related behaviours.
8. Provide NHS Health Checks at different community locations.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £1,578,728

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

60

This contract is subject to renewal

No

### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

Description of options

This is a 5 year contract, with the option to extend by up to an additional 24 months

## **II.2) Description**

### **II.2.1) Title**

East Cambridgeshire

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 85100000 - Health services

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

NUTS codes

- UKH12 - Cambridgeshire CC

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

The East Cambridgeshire place based behaviour change service will provide a flexible and adaptable framework that aligns with needs, enabling a personalised and integrated approach to service delivery. The service will encompass prevention, treatment and long-term behaviour change by encouraging and enabling local people to adopt healthier lives, making more effective use of the assets and resources within East Cambridgeshire. The service model is based on the principle of universal proportionalism, ensuring that interventions are scaled according to the level of need, with targeted support for those facing the greatest challenges.

It will:

1. Provide specialist behaviour change services that address the four key health behaviours that relate but not exclusively to diet, physical activity, smoking and alcohol.

2. Provide obesity related services that address primary prevention and weight management services (Tiers 1 and 2)
3. Work collaboratively with partner organisations and communities to develop and deliver innovative interventions and services to support health related behaviour change.
4. Implement integrated service pathways based on connections rather than signposting that will decrease duplication and use resources more effectively in collaboration with system partners.
5. Deliver a falls prevention service that focuses upon early prevention of falls.
6. Ensure that the wider socio-economic needs of service users are addressed to support behaviour change
7. Working with local partners secure support for environment policy changes that will positively influence health related behaviours.
8. Provide NHS Health Checks at different community locations.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £1,046,665

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

60

This contract is subject to renewal

No

### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

Description of options

This is a 5 year contract, with the option to extend by up to an additional 24 months

## **II.2) Description**

### **II.2.1) Title**

Fenland

Lot No

3

### **II.2.2) Additional CPV code(s)**

- 85100000 - Health services

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

NUTS codes

- UKH12 - Cambridgeshire CC

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

The Fenland place based behaviour change service will provide a flexible and adaptable framework that aligns with needs, enabling a personalised and integrated approach to service delivery. The service will encompass prevention, treatment and long-term behaviour change by encouraging and enabling local people to adopt healthier lives, making more effective use of the assets and resources within Fenland. The service model is based on the principle of universal proportionalism, ensuring that interventions are scaled according to the level of need, with targeted support for those facing the greatest challenges.

It will:

1. Provide specialist behaviour change services that address the four key health behaviours that relate but not exclusively to diet, physical activity, smoking and alcohol.



2. Provide obesity related services that address primary prevention and weight management services (Tiers 1 and 2)
3. Work collaboratively with partner organisations and communities to develop and deliver innovative interventions and services to support health related behaviour change.
4. Implement integrated service pathways based on connections rather than signposting that will decrease duplication and use resources more effectively in collaboration with system partners.
5. Deliver a falls prevention service that focuses upon early prevention of falls.
6. Ensure that the wider socio-economic needs of service users are addressed to support behaviour change
7. Working with local partners secure support for environment policy changes that will positively influence health related behaviours.
8. Provide NHS Health Checks at different community locations.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £1,266,261.50

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

60

This contract is subject to renewal

No

### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

Description of options

This is a 5 year contract, with the option to extend by up to an additional 24 months

## **II.2) Description**

### **II.2.1) Title**

Huntingdonshire

Lot No

4

### **II.2.2) Additional CPV code(s)**

- 85100000 - Health services

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

NUTS codes

- UKH12 - Cambridgeshire CC

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

The Huntingdonshire place based behaviour change service will provide a flexible and adaptable framework that aligns with needs, enabling a personalised and integrated approach to service delivery. The service will encompass prevention, treatment and long-term behaviour change by encouraging and enabling local people to adopt healthier lives, making more effective use of the assets and resources within Huntingdonshire. The service model is based on the principle of universal proportionalism, ensuring that interventions are scaled according to the level of need, with targeted support for those facing the greatest challenges.

It will:

1. Provide specialist behaviour change services that address the four key health behaviours that relate but not exclusively to diet, physical activity, smoking and alcohol.

2. Provide obesity related services that address primary prevention and weight management services (Tiers 1 and 2)
3. Work collaboratively with partner organisations and communities to develop and deliver innovative interventions and services to support health related behaviour change.
4. Implement integrated service pathways based on connections rather than signposting that will decrease duplication and use resources more effectively in collaboration with system partners.
5. Deliver a falls prevention service that focuses upon early prevention of falls.
6. Ensure that the wider socio-economic needs of service users are addressed to support behaviour change
7. Working with local partners secure support for environment policy changes that will positively influence health related behaviours.
8. Provide NHS Health Checks at different community locations.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £1,911,509

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

60

This contract is subject to renewal

No

### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

Description of options

This is a 5 year contract, with the option to extend by up to an additional 24 months

## **II.2) Description**

### **II.2.1) Title**

South Cambridgeshire

Lot No

5

### **II.2.2) Additional CPV code(s)**

- 85100000 - Health services

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

NUTS codes

- UKH12 - Cambridgeshire CC

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

The South Cambridgeshire place based behaviour change service will provide a flexible and adaptable framework that aligns with needs, enabling a personalised and integrated approach to service delivery. The service will encompass prevention, treatment and long-term behaviour change by encouraging and enabling local people to adopt healthier lives, making more effective use of the assets and resources within South Cambridgeshire. The service model is based on the principle of universal proportionalism, ensuring that interventions are scaled according to the level of need, with targeted support for those facing the greatest challenges.

It will:

1. Provide specialist behaviour change services that address the four key health behaviours that relate but not exclusively to diet, physical activity, smoking and alcohol.

2. Provide obesity related services that address primary prevention and weight management services (Tiers 1 and 2)
3. Work collaboratively with partner organisations and communities to develop and deliver innovative interventions and services to support health related behaviour change.
4. Implement integrated service pathways based on connections rather than signposting that will decrease duplication and use resources more effectively in collaboration with system partners.
5. Deliver a falls prevention service that focuses upon early prevention of falls.
6. Ensure that the wider socio-economic needs of service users are addressed to support behaviour change
7. Working with local partners secure support for environment policy changes that will positively influence health related behaviours.
8. Provide NHS Health Checks at different community locations.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £2,049,879

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

60

This contract is subject to renewal

No

### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

Description of options

This is a 5 year contract, with the option to extend by up to an additional 24 months

## **II.2) Description**

### **II.2.1) Title**

Centralised Support Function

Lot No

6

### **II.2.2) Additional CPV code(s)**

- 85100000 - Health services

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

NUTS codes

- UKH12 - Cambridgeshire CC

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

The Centralised Support Function will be delivered as a Cambridgeshire wide model .

It will:

1. Provide an effective Single Point of Contact (SPOC) for residents from all places to access their local services.
2. Provide a digital self-management service for residents from all places.
3. Coordinate communications across the different place based services and support local and national campaigns.
4. Provide behaviour change training programme to support the place based services.

5. Provide Community Intensive Weight Management Services to enable residents to achieve a healthy weight.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £3,822,087

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

60

This contract is subject to renewal

No

### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

Description of options

This is a 5 year contract, with the option to extend by up to an additional 24 months

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## **Section IV. Procedure**

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

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

Open procedure

#### **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

16 June 2025

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

16 June 2025

Local time

12:15pm



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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

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

This is a Provider Selection Regime (PSR) Contract Notice. The awarding of this contract is subject to the Health Care Services (Provider Selection Regime) Regulations 2023. For the avoidance of doubt, the provisions of the Public Contracts Regulations 2015 do not apply to this award.

The documentation is available via the ProContract link within this advert.

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

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

Cambridgeshire County Council

New Shire Hall, Emery Crescent, Alconbury Weald

Huntingdon

PE28 4YE

Email

[thomas.clarke@Cambridgeshire.gov.uk](mailto:thomas.clarke@Cambridgeshire.gov.uk)

Country

United Kingdom

Internet address

[www.cambridgeshire.gov.uk](http://www.cambridgeshire.gov.uk)

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

Precise information on deadline(s) for review procedures This is a Provider Selection Regime (PSR) Contract Notice. The awarding of this contract is subject to the Health Care Services (Provider Selection Regime) Regulations 2023. For the avoidance of doubt, the provisions of the Public Contracts Regulations 2015 do not apply to this award.

The standstill period will begin on the day after the notice of intention to award is published on Find-a-Tender Service. Any representations to the process must be received before midnight on the eighth working day after that day.

Representations must be sent to the Authority in writing via ProContract's messaging function with reasons why the provider believes that the Authority has failed to apply the PSR correctly.

The provider must be able to set out reasonable grounds to support its belief. If any representations are received by the Authority during the standstill period, then it will remain open until the authority considers the representations and relevant information before making a further decision and submitting its formal response.

If the bidder wishes to continue with its representation after the Authority's formal response, then they will need to contact The Independent Patient Choice and Procurement Panel detailed below.

The Independent Patient Choice and Procurement panel will be responsible for reviewing representations in relation to the Provider Selection Regime (PSR). To use the Independent Patient Choice and Procurement Panel, bidders should read the terms on the NHS England website and email: [england.procurementpanelinfo@nhs.net](mailto:england.procurementpanelinfo@nhs.net)