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Contract

Targeted Community Physical Activity Service

HAMPSHIRE COUNTY COUNCIL

F21: Social and other specific services – public contracts

Contract award notice

Notice identifier: 2025/S 000-005110

Procurement identifier (OCID): ocids-h6vhtk-048b2b

Published 14 February 2025, 12:02pm

Section I: Contracting authority

I.1) Name and addresses

HAMPSHIRE COUNTY COUNCIL

The Castle

WINCHESTER

SO238ZB

Contact

Alix Holmes

Email

alix.holmes@hants.gov.uk

Telephone

+44 1962845979

Country

United Kingdom

Region code

UKJ36 - Central Hampshire

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.hants.gov.uk/>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Targeted Community Physical Activity Service

Reference number

AS24986

II.1.2) Main CPV code

- 85000000 - Health and social work services

II.1.3) Type of contract

Services

II.1.4) Short description

Improving healthy life expectancy and reducing health inequalities are key priorities for Hampshire Public Health as defined in the Hampshire Health and Wellbeing Board Strategy 2019-24, the Public Health Strategy 2023-2026, as well as in the Hampshire and Isle of Wight 'We Can Be Active' Physical Activity Strategy 2021.

Currently, 21.8% of adults in Hampshire are inactive.

Physical activity rates appear to be steadily increasing in Hampshire. However, inequalities exist and there are several groups where physical activity rates are declining, creating a widening gap between the most and least active groups.

The Council intends to commission an evidencebased service that provides a group / team sport / physical activity intervention aimed at people who are currently inactive (Less than 30 minutes of activity a week). The Council wants to ensure that people referred to the service are supported for a suitable period and are then signposted to other services or sources of support to improve other aspects of their lifestyle, and to maintain their physical activity levels.

The objectives of the service are to:

To provide an evidence-based, physical activity intervention enabling inactive adults in Hampshire to become active for a period of at least 12 weeks.

To contribute to reducing health inequalities in Hampshire by targeting the locations and groups of people with the greatest levels of inactivity.

To deliver a high-quality service that is responsive to the requirements of the priority groups and maximises retention from enrolment to completion.

To give participants the confidence and means to sustain behaviour change at the end of the intervention period and thereafter

To improve links to the community and knowledge of local venues and spaces in which to be physically active

The total contract value for this service is up to £1,590,000.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £1,590,000

II.2) Description

II.2.2) Additional CPV code(s)

- 85000000 - Health and social work services

II.2.3) Place of performance

NUTS codes

- UKJ - South East (England)

II.2.4) Description of the procurement

Light Touch Regime open procurement

Section IV. Procedure

IV.1) Description

IV.1.1) Form of procedure

Open procedure

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-038120](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

7 January 2025

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

V.2.3) Name and address of the contractor

Thrive Tribe Limited

167 - 169 Great Portland St, 5th Floor

London

W1W 5PE

Country

United Kingdom

NUTS code

- UKJ - South East (England)

Companies House

06763541

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £1,590,000