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Award

Housing with Care - Direct Award

Coventry City Council

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-010976

Procurement identifier (OCID): ocds-h6vhtk-04f816

Published 24 March 2025, 4:06pm

Scope

Description

Housing with Care (HwC) aims to deliver an independent living option for people 55+ who wish to maintain their independence in their own property in a safe, secure, and supported environment.

The Council is intending to Direct Award to two suppliers where

competition is absent for technical reasons based on the operating model of the providers and the inability to separate out landlord and care provision within the schemes (ie the landlord is also the service provider within the scheme).

Contract 1)

Arden Grove is a specialist dementia HwC site comprising of 33 beds. Arden Grove is operated by Green Square Accord who deliver both the landlord and care function on site.

Contract 2)

Earlsdon Park Village is a HwC village owned by Extra Care Charitable Trust consisting of 322 flats, a total of 52 will be made available for nominations for Coventry City Council. ECCT operates both as a landlord and the care provider.

Therefore, under the Procurement Act 2023, a Direct Award procedure will be implemented:

Regulation 41 - Direct award in special cases

(1) If a direct award justification applies, a contracting authority may award a public contract directly-

(a) to a supplier that is not an excluded supplier ...

(only in line with the Direct Award Justifications set out in Schedule 5): Schedule 5 - Direct Award Justifications:

Single Suppliers

(6) The following conditions are met in relation to the public contract-

(a) due to an absence of competition for technical reasons, only a particular supplier can supply the goods, services or works required, and

(b) there are no reasonable alternatives to those goods, services or works.

Contract 1. Housing with Care - Direct Award - Arden Grove

Supplier

- [GREENSQUAREACCORD LIMITED](#)

Contract value

- £5,642,000 excluding VAT

- £5,642,000 including VAT

Above the relevant threshold

Earliest date the contract will be signed

25 April 2025

Contract dates (estimated)

- 1 May 2025 to 30 April 2030
- Possible extension to 30 April 2032
- 7 years

Description of possible extension:

The extension may be implemented subject to satisfactory delivery and performance during the contract term.

Main procurement category

Services

CPV classifications

- 85300000 - Social work and related services

Contract locations

- UKG33 - Coventry
-

Contract 2. Extra Care Charitable Trust - Earlsdon Park Village

Supplier

- [THE EXTRACARE CHARITABLE TRUST](#)

Contract value

- £2,856,000 excluding VAT
- £2,856,000 including VAT

Above the relevant threshold

Earliest date the contract will be signed

25 April 2025

Contract dates (estimated)

- 1 May 2025 to 30 April 2030
- Possible extension to 30 April 2032
- 7 years

Description of possible extension:

The extension may be implemented subject to satisfactory delivery and performance during the contract term.

Main procurement category

Services

CPV classifications

- 85300000 - Social work and related services

Contract locations

- UKG33 - Coventry

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Special regime

Light touch

Direct award justification

Single supplier - technical reasons

Competition is absent for technical reasons based on the operating model of the provider and the inability to separate out landlord and care provision within the scheme.

Suppliers

GREENSQUAREACCORD LIMITED

- Companies House: RS027052
- Public Procurement Organisation Number: PPDT-5615-BGVM

Second Floor, 10 Brindley Place

Birmingham

B1 2JB

United Kingdom

Email: procurement@greensquareaccord.co.uk

Website: <http://www.greensquareaccord.co.uk>

Region: UKG31 - Birmingham

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Housing with Care - Direct Award - Arden Grove

THE EXTRACARE CHARITABLE TRUST

- Companies House: 02205136

7 HARRY WESTON ROAD

COVENTRY

CV3 2SN

United Kingdom

Email: hardev.thandy@extracare.org.uk

Region: UKG33 - Coventry

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 2. Extra Care Charitable Trust - Earlsdon Park Village

Contracting authority

Coventry City Council

- Public Procurement Organisation Number: PMJC-6861-XJPP

Council House, Earl Street

Coventry

CV1 5RR

United Kingdom

Contact name: Susan Byatt

Email: procurement.services@coventry.gov.uk

Region: UKG33 - Coventry

Organisation type: Public authority - sub-central government