

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/012340-2023>

Tender

22089 Behavioural Insights research across Cambridgeshire and Peterborough

Cambridgeshire County Council
Cambridgeshire County Council

F02: Contract notice

Notice identifier: 2023/S 000-012340

Procurement identifier (OCID): ocds-h6vhtk-03c53d

Published 28 April 2023, 3:42pm

Section I: Contracting authority

I.1) Name and addresses

Cambridgeshire County Council

New Shire Hall, Alconbury Weald

Huntingdon

PE28 4YE

Contact

Miss Meera Maisuria

Email

meera.maisuria@cambridgeshire.gov.uk

Country

United Kingdom

Region code

UKH11 - Peterborough

Internet address(es)

Main address

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

Buyer's address

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

I.1) Name and addresses

Cambridgeshire County Council

Cambridgeshire

Email

meera.maisuria@cambridgeshire.gov.uk

Country

United Kingdom

Region code

UKH12 - Cambridgeshire CC

Internet address(es)

Main address

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

I.2) Information about joint procurement

The contract involves joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

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

<https://procontract.due-north.com/Advert/Index?advertId=f99bcce8-0d90-ed11-811c-005056b64545>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://procontract.due-north.com/Advert/Index?advertId=f99bcce8-0d90-ed11-811c-005056b64545>

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

22089 Behavioural Insights research across Cambridgeshire and Peterborough

Reference number

DN650444

II.1.2) Main CPV code

- 79315000 - Social research services

II.1.3) Type of contract

Services

II.1.4) Short description

A competitive procurement to commission Behavioural Insights Research and Interventions, jointly commissioned between Cambridgeshire County Council and Peterborough City Council. This is a full two-year contract with a total value of £520,000. Cambridgeshire County Council will act as the lead commissioner and undertake the procurement and ongoing contract management.

II.1.5) Estimated total value

Value excluding VAT: £520,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKH11 - Peterborough
- UKH12 - Cambridgeshire CC

II.2.4) Description of the procurement

In Cambridgeshire and Peterborough there are large numbers of adults and children who are living in poor health due to, in part, modifiable risk factors. This has been exacerbated over the COVID-19 pandemic and cover a wide range of factors such as poor diet/obesity, smoking, harmful alcohol consumption, and vaccination/immunisation uptake for preventable diseases. These factors tend to be more prevalent in less affluent areas leading to a further widening of health inequalities. It is systemic variations in wider determinants of health such as environmental factors (e.g., living without easy access to fresh food, few green spaces for physical activity, high volume of junk food advertising) that supports inequalities and leaves an individual's health outcomes out of their control (1–3).

Almost half of the burden of disease in developed countries is attributable to modifiable risk factors such as smoking, harmful alcohol consumption, poor diet, and physical inactivity (4). These risk factors are associated with developing conditions such as type 2 diabetes, cardiovascular disease, some cancers, and can increase the number of years people are living in disability (5). This in turn adds pressure on NHS services through both the direct and indirect costs of treating resulting disease(4,6,7).

Public health interventions to date have had limited success in reducing these risk factors.

There are many behaviour change programmes and interventions in place aiming to help people be healthier. Whilst these are typically underpinned by evidence and utilise some behaviour change theory, sustaining behaviour change is often challenging especially when people live in unsupportive environments. For example, most people participating in weight management programmes will regain their lost weight over time; only around 20% successfully maintain their weight loss in the long term (8). Further work is therefore needed to understand the drivers of behaviour at an individual, community and population level to ensure the longevity of positive health outcomes.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 10

Cost criterion - Name: Price / Weighting: 30

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

Duration in months

24

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: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

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 2023

Local time

5:00pm

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

English

IV.2.7) Conditions for opening of tenders

Date

16 June 2023

Local time

5:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

Cambridgeshire County Council

Cambridgeshire

Country

United Kingdom