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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](mailto: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](mailto: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.duenorth.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.duenorth.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

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## **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

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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 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

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## **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