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Contract

Early Intervention & Prevent Support for Families

The Council of the Borough of Kirklees

F03: Contract award notice

Notice identifier: 2026/S 000-014382

Procurement identifier (OCID): ocds-h6vhtk-065632

Published 17 February 2026, 2:51pm

Section I: Contracting authority

I.1) Name and addresses

The Council of the Borough of Kirklees

The Town Hall, Ramsden Street

Huddersfield

HD12TA

Contact

Mohammed Sidat

Email

Mohammed.Sidat@kirklees.gov.uk

Country

United Kingdom

Region code

UKE44 - Calderdale and Kirklees

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

www.kirklees.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

Early Intervention & Prevent Support for Families

Reference number

KMCPH-047

II.1.2) Main CPV code

- 85000000 - Health and social work services

II.1.3) Type of contract

Services

II.1.4) Short description

The service will provide services which integrate with the Healthy Child Programme and contribute to the achievement of High Impact Areas via services that are universal in

reach but targeted at level of need.

The service also supports broader council priorities beyond public health, including school readiness.

The Fresh Futures focus is for 'Early Intervention and Prevention' for children, young people, parents and their families specifically through:

- Facilitation and management of national Healthy Start scheme
- Delivery of Safety in the Home interventions
- Childhood Accident Prevention e-Learning

In scope of the 'Early Intervention and Prevention' contract are the following elements:

1 The national Healthy Start Scheme for Kirklees (Get help to buy food and milk (Healthy Start)).

- Ensuring those in receipt of the Healthy Start Voucher can access the Healthy Start Vitamins.
- Promotion/communication of vouchers and vitamin provision.
- Utilisation of community-based activities for promotion and engagement with the scheme e.g. Community Champion model.
- Ordering of vitamins and subsequent distribution and availability through accessible referral networks and venues.
- Register of distributors, distribution breakdown and data recorded and submitted. Distribution reimbursement pathways followed.
- Attendance at local, regional and national meetings
- Monitoring of data and performance, and sharing with commissioners.

2 Safety in the Home (Childhood Accident Prevention) programme.

- Provide the Safety in the Home equipment and information scheme to 317 identified and/or vulnerable families meeting the relevant criteria per annum.
- Raise awareness of the scheme with relevant professionals, including criteria-based referral process.

- Provision and fitting of Safety in the Home equipment by appropriately qualified team.

3 Online Childhood Accident Prevention training.

- Provision of an online Child Accident E-learning module for parents and professionals, including access, updates and maintenance of the module.
- Module to support identification of risks that are common causes of childhood accidents, understand steps to take to reduce identified risks, support families to make changes to keep children safe.

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: £103,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

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Awarding a contract following Direct Award Process C.

Start Date 1st April 2026 till 31st March 2027.

II.2.5) Award criteria

Quality criterion - Name: Weighting: / Weighting: 100

Cost criterion - Name: No price evaluation /Weighting: / Weighting: 0

II.2.11) Information about options

Options: No

II.2.14) Additional information

Award of a contract without prior publication of a call for competition in the cases listed below

The procurement falls outside the scope of application of the regulations

Explanation:

This is a Provider Selection Regime (PSR) intention to award 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 provisions of the Public Contracts Regulations 2015 do not apply to award. The publication of this notice marks the start of the standstill period. Representations by Providers must be made to decision makers by midnight on 26th February 2026.

This contract has not yet formally been awarded; This notice serves as an intention to award under the PSR.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

Award of a contract without prior publication of a call for competition in the cases listed below

The procurement falls outside the scope of application of the regulations

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IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract

Contract No

KMCPH-047

Title

Early Intervention & Prevention Support for Families in Kirklees

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

16 February 2026

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Fresh Futures (NCC)

Huddersfield

HD1 5JP

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

01763241

The contractor is an SME

Yes

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

Total value of the contract/lot: £103,000

Section VI. Complementary information

VI.3) Additional information

This is a Provider Selection Regime (PSR) intention to award 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 provisions of the Public Contracts Regulations 2015 do not apply to award.

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Representations should be marked for the attention of Amanda Greaves, Strategic Category Manager and sent to the Procurement Team by email at procurement@kirklees.gov.uk.

Approval to award the contract has been made by:

Ruth Calladine - Head of Procurement & Commissioning Support; and

Lucy Wearmouth, Head of Health Improvement.

There has not been any declared conflicts or potential conflicts of interest of any individuals making the decision to award this contract.

The relative importance of the key criteria, and associated rationale for the relative importance of the key criteria, that was used for the provider assessment and form the basis on which the decision to award the contract has been made areas follows:

Quality and Innovation - 25%

A safe and effective service model delivered to achieve the outcomes stated in the service specification e.g. KPI's and quality measures achieved.

Qualitative feedback from staff, partners and recipients of the service/s demonstrates a positive experience e.g. reports behaviours and environments are safe, inclusive, personal, caring and responsive.

Provider to demonstrate the importance of service improvement and innovative ways of working to ensure the service offer is equitable and reduces inequalities.

Provider to demonstrate ability to work in creative partnership.

Assessment of Quality and Innovation demonstrated by current services provided.

Value - 20%

The service provided can demonstrate value for money.

Financial report to include incoming and outgoing expense data, to detail spend against budget and evidence financial planning.

Integration, Collaboration & Service Sustainability - 20%

Evidence of partnership working and integration with other Kirklees services and systems.

Evidence of provider supporting the delivery of the Kirklees Outcomes.

Evidence of provider contributing towards the aims and outcomes of the Kirklees Health and Care Plan and the Kirklees Joint Health and Wellbeing Strategy.

Provider to ensure services are well integrated across the Kirklees system and seek opportunities to collaborate with other services, e.g. embedding into relevant policy, strategy and through attending partnership meetings.

Provider to offer updates and relevant training where applicable for partner agencies signposting to services.

Improving Access, Reducing Health Inequalities & Facilitating Choice - 25%

Resources are targeted effectively according to need, based on data and insight.

Services are delivered how, where, and when families need them.

Services work towards increasing equity and reducing inequalities.

Services work to ensure they are able to provide place-based community support as much as possible.

Data informs targeting resource effectively e.g. low uptake in areas of Kirklees, where eligibility of HS is identified, resource will be deployed.

Social Value - 10%

Evidence that where possible, the provider seeks to employ, buy and invest locally.

Evidence of 'good employment' offered eg Evidence of working with volunteers, routes for progression etc.

Seek to deliver services in ways which are environmentally sustainable and support the local economy where possible.

Based on the level of confidence that the assessment gave the assessment panel, of providers ability to address all elements of the key criterion in terms of undertaking and delivering the service.

The assessment score for Fresh Futures (NCC) gave a high level of confidence that the provider will be able to deliver the requirements of the contract.

VI.4) Procedures for review

VI.4.1) Review body

Not applicable under PSR

Not applicable under PSR

Country

United Kingdom