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Contract

Start for Life Workforce Pilot and CCS 9 Month Extension

Norfolk County Council

F03: Contract award notice

Notice identifier: 2025/S 000-028539

Procurement identifier (OCID): ocds-h6vhtk-052907

Published 29 May 2025, 3:30pm

Section I: Contracting authority

I.1) Name and addresses

Norfolk County Council

County Hall, Martineau Lane

Norwich

NR12DH

Contact

Claudia Green

Email

sourcingteam@norfolk.gov.uk

Country

United Kingdom

Region code

UKH15 - Norwich and East Norfolk

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.norfolk.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

Start for Life Workforce Pilot and CCS 9 Month Extension

II.1.2) Main CPV code

- 85300000 - Social work and related services

II.1.3) Type of contract

Services

II.1.4) Short description

This is a notice under the Health Care Services (Provider Selection Regime) Regulations 2023. This is an award under Direct Award Process A as set out in the Regulations.

The award is for the 9-month extended delivery of a nationally funded Start For Life (SfL) Workforce Pilot within Cambridge Community Services (CCS) to support the following core objectives:

- Further Development and Testing: s: Refine and digitally implement the workforce competency framework, incorporating feedback and best practice.
- Operational Review: Evaluate pilot outcomes and embed key learning across the Healthy Child Service and wider delivery system.
- Data-Led Improvements: Strengthen data-informed identification of vulnerable parents and embed sustainable approaches across maternity and child health services.

The extension of the Start for Life Workforce Pilot meets the criteria for PSR Direct Award Process A. CCS remains the only suitable provider for this 9-month period. To award to an external provider would compromise on continuity, safeguarding and quality, and maximises value for public investment.

The requirement does not involve a framework.

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: £78,252

II.2) Description

II.2.2) Additional CPV code(s)

- 85300000 - Social work and related services

II.2.3) Place of performance

NUTS codes

- UKH15 - Norwich and East Norfolk
- UKH16 - North and West Norfolk
- UKH17 - Breckland and South Norfolk

II.2.4) Description of the procurement

This is a notice under the Health Care Services (Provider Selection Regime) Regulations 2023. This is an award under Direct Award Process A as set out in the Regulations.

The award is for the 9-month extended delivery of a nationally funded Start For Life (SfL)

Workforce Pilot within Cambridge Community Services (CCS) to support the following core objectives:

- Further Development and Testing: Refine and digitally implement the workforce competency framework, incorporating feedback and best practice.
- Operational Review: Evaluate pilot outcomes and embed key learning across the Healthy Child Service and wider delivery system.
- Data-Led Improvements: Strengthen data-informed identification of vulnerable parents and embed sustainable approaches across maternity and child health services.

The extension of the Start for Life Workforce Pilot meets the criteria for PSR Direct Award Process A. CCS remains the only suitable provider for this 9-month period. To award to an external provider would compromise on continuity, safeguarding and quality, and maximises value for public investment.

The requirement does not involve a framework.

II.2.5) Award criteria

Cost criterion - Name: Quality / Weighting: 100

II.2.11) Information about options

Options: No

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

- Additional deliveries by the original supplier
- New works/services, constituting a repetition of existing works/services

Explanation:

The award of the contract without prior publication in the Find a Tender service is lawful because it is being awarded as a Direct Process A under the Health Care Services (Provider Selection Regime) Regulations 2023. The justification being that:

- There is an existing provider of the health care services in question.
- The relevant authority is satisfied that the services can only be delivered by that provider, given their nature.

This applies to the current case because:

- The Start for Life Workforce Pilot enhances existing Health Visitor-led services.
- CCS have delivered the pilot from inception and hold the necessary operational infrastructure, workforce, and relationships.
- The extension is a continuation of existing services, focusing on embedding learning, scaling impact, and integrating with the Healthy Child Service.

Given the time-limited nature of the funding, dependence on existing workforce, and alignment with wider transformation programmes, no other provider is currently positioned to deliver the required outcomes within the given timeframe.

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

1

Title

Start for Life Workforce Pilot & CCS 9 Month Extension

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

27 May 2025

V.2.2) Information about tenders

Number of tenders received: 1

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

V.2.3) Name and address of the contractor

Cambridgeshire Community Services

Cambridge

Country

United Kingdom

NUTS code

- UKH12 - Cambridgeshire CC

Charity Commission (England and Wales)

1099485-2

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £78,252

Total value of the contract/lot: £78,252

Section VI. Complementary information

VI.3) Additional information

The award decision-makers are:

Peter Taylor - Assistant Director, Public Health Commissioning

There are no declared conflicts or potential conflicts of interest.

VI.4) Procedures for review

VI.4.1) Review body

Norfolk County Council

County Hall, Martineau Lane

Norwich

NR1 2DH

Email

sourcingteam@norfolk.gov.uk

Country

United Kingdom