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Award

Behaviour Change Programme

Denbighshire County Council

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-033016

Procurement identifier (OCID): ocds-h6vhtk-0506e2 ([view related notices](#))

Published 17 June 2025, 2:55pm

Scope

Description

Denbighshire County Council were seeking proposals from experienced and qualified provider to deliver a Behaviour Change Programme aimed at improving the well-being, cognitive skills, and life outcomes of individuals with low self-expectations. The programme should foster ambition, self-belief, and motivation, empowering individuals to overcome personal challenges and take control of their lives.

The contract will be for a period of 3 years and TUPE information was included in the tender pack.

Rhaglen Newid Ymddygiad

Mae Cyngor Sir Ddinbych yn gwahodd cynigion gan ddarparwyr profiadol a chymwys i gyflwyno Rhaglen Newid Ymddygiad wedi ei hanelu at wella lles, sgiliau gwybyddol a chanlyniadau bywyd unigolion sydd â hunan-ddisgwyliadau isel. Dylai'r rhaglen hon feithrin uchelgais, hunangred, ac ysgogiad, gan rymuso unigolion i oresgyn heriau personol a chymryd rheolaeth o'u bywydau.

Bydd y contract am gyfnod o 3 blynedd ac mae gwybodaeth TUPE wedi ei chynnwys yn y

pecyn tendro.

Contract 1. Behaviour Change Programme

Supplier

- [Intuitive Thinking Skills Limited](#)

Contract value

- £359,112 excluding VAT
- £438,994 including VAT

Below the relevant threshold

Award decision date

17 June 2025

Earliest date the contract will be signed

1 July 2025

Contract dates (estimated)

- 1 August 2025 to 31 July 2028
- 3 years

Main procurement category

Services

CPV classifications

- 80000000 - Education and training services
- 98000000 - Other community, social and personal services
- 70333000 - Housing services
- 85300000 - Social work and related services
- 33693300 - Addiction treatment

Contract locations

- UKL13 - Conwy and Denbighshire

Information about tenders

- 4 tenders received

- 4 tenders assessed in the final stage:
 - 3 submitted by small and medium-sized enterprises (SME)
 - 1 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 3 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Below threshold - open competition

Special regime

Light touch

Supplier

Intuitive Thinking Skills Limited

- Public Procurement Organisation Number: PLBG-1598-TRDT

The Think Tank, 457 Chester Road, Trafford

Manchester

M16 9HA

United Kingdom

Email: zackhaider@intuitivethinkingskills.com

Region: UKD34 - Greater Manchester South West

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Behaviour Change Programme

Contracting authority

Denbighshire County Council

- Public Procurement Organisation Number: PTPG-8659-JMCD

Russell House, Churton Road

Rhyl

LL18 3DP

United Kingdom

Contact name: Hayley Jones

Telephone: +441824706627

Email: Hayley.s.jones@denbighshire.gov.uk

Website: <https://www.denbighshire.gov.uk>

Region: UKL13 - Conwy and Denbighshire

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales