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Contract

22119 Direct Payment Support Services

Cambridgeshire County Council

F03: Contract award notice

Notice identifier: 2025/S 000-041134

Procurement identifier (OCID): ocds-h6vhtk-04934e

Published 17 July 2025, 8:29pm

Section I: Contracting authority

I.1) Name and addresses

Cambridgeshire County Council

New Shire Hall, Alconbury Weald

Huntingdon

PE28 4YE

Email

procurementandcommercial@cambridgeshire.gov.uk

Country

United Kingdom

Region code

UKH12 - Cambridgeshire CC

Internet address(es)

Main address

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

Buyer's address

<https://www.cambridgeshire.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

22119 Direct Payment Support Services

Reference number

DN734433

II.1.2) Main CPV code

- 85000000 - Health and social work services

II.1.3) Type of contract

Services

II.1.4) Short description

A new contract to be procured for a Direct Payment Support Service (DPSS) to deliver support services to users who receive direct payments as part of their personal budget arrangement.

Clients will receive their own fund to hire a personal assistant, legal/HR advise, sourcing and recruitment support, marketing and find more Personal Assistants in the market.

This service will be used to aid people of all ages (adults, young people, and children).

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: £397,977.48

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKH12 - Cambridgeshire CC

II.2.4) Description of the procurement

The Council's detailed requirements are defined in the Specification.

We are looking to commission a high-quality Direct Payment Support Service (DPSS) that enables the outcome of improved independence, health, and wellbeing of people with eligible needs funding their own support.

Priority activities for the service are to:

1. Provide high quality information and advice on Direct Payments, purchasing care and support directly, and on the support services opportunities available locally. This includes CMEs and other voluntary, community or social enterprise organisations.
2. To provide support to the service users directly employing PAs on the matter of HR and Tax in compliance with the HR and Tax legislation current at the time.
3. Offer personalised support to people to manage their Direct Payments in ways that they can understand.
4. Provide independent support to people who are purchasing support through Direct Payments and people who fund their own support (self-funders)
5. Assist Direct Payments recipients to directly employ support staff and to understand employment legislation and manage their duties as employers.
6. Provide a high quality and efficient payroll service to Cambridgeshire service users who

wish to use this service.

7. Provide a managed bank account service for Direct Payment recipients who choose not to receive and manage their Direct Payment themselves.

8. Support the development, implementation, and ongoing management of a Personal Assistant Platform for the job matching of PAs and service-users. We expect this platform will hold the CMEs/ISFs provider information to support with sign posting and matching individuals to these services and help the recruitment of PAs.

9. Support service users to process DBS checks on behalf of the personal assistant, the cost of such DBS check is to be paid by the employee.

10. Collaborate with council staff to develop personal assistant hourly guideline rates.

11. Collaborate with commissioners (both public sector, self-funders, and Direct Payments recipients) and other partners to develop and effectively facilitate the Personal Assistant and wider self-directed support market.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 45

Quality criterion - Name: Social Value / Weighting: 5

Price - Weighting: 50

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: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-026974](#)

Section V. Award of contract

Title

22119 Direct Payment Support Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

11 February 2025

V.2.2) Information about tenders

Number of tenders received: 18

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

V.2.3) Name and address of the contractor

Purple Zest Limited

Arise Innovation Centre Alan Cherry Drive

Chelmsford

CM1 1QT

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

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

Total value of the contract/lot: £397,977.48

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Cambridgeshire County Council

New Shire Hall, Emery Crescent, Alconbury Weald

Huntingdon

PE28 4YE

Country

United Kingdom