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Contract

Behaviour Change

Cambridgeshire County Council

F03: Contract award notice

Notice identifier: 2025/S 000-057457

Procurement identifier (OCID): ocds-h6vhtk-0515f9

Published 17 September 2025, 4:00pm

Section I: Contracting authority

I.1) Name and addresses

Cambridgeshire County Council

New Shire Hall Emery Crescent Enterprise Campus,

Alconbury Weald, Huntingdon

PE284YE

Contact

Thomas Clarke

Email

Thomas.Clarke@Cambridgeshire.gov.uk

Country

United Kingdom

Region code

UKH12 - Cambridgeshire CC

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

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

Behaviour Change

Reference number

24008

II.1.2) Main CPV code

- 85100000 - Health services

II.1.3) Type of contract

Services

II.1.4) Short description

Cambridgeshire County Council are tendering for a Behaviour Change Service that will deliver evidenced based health improvement and behaviour change interventions, to

support Cambridgeshire residents adopt healthy behaviours. It has a focus on modifiable lifestyle behaviours that reduce life expectancy, increase health inequalities, and increase the risk of chronic diseases including cardiovascular disease (CVD), diabetes, some cancers, respiratory illnesses, and dementia, as well as negatively affecting mental wellbeing.

The provision of evidence-based services is essential if the Services are to support delivery of the key high-level outcomes.

The Service will reflect the principle of proportionate universalism and will use population health management approach to identify higher levels of need.

It will address health inequities and inequalities through embedding proportionate universalism into service delivery ensuring that services are delivered at scale and intensity proportionate to the local need.

This procurement is being conducted in accordance with the Provider Selection Regime (PSR) of the Healthcare Services Regulations 2023.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £11,020,841

II.2) Description

II.2.1) Title

Lot No

1

II.2.2) Additional CPV code(s)

- 85100000 - Health services

II.2.3) Place of performance

NUTS codes

- UKH12 - Cambridgeshire CC

II.2.4) Description of the procurement

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.

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

Services to be provided:

The Cambridge City place based behaviour change service will provide a flexible and adaptable framework that aligns with needs, enabling a personalised and integrated approach to service delivery. The service will encompass prevention, treatment and long-term behaviour change by encouraging and enabling local people to adopt healthier lives, making more effective use of the assets and resources within Cambridgeshire City. The service model is based on the principle of universal proportionality, ensuring that interventions are scaled according to the level of need, with targeted support for those facing the greatest challenges.

It will:

1. Provide specialist behaviour change services that address the four key health behaviours that relate but not exclusively to diet, physical activity, smoking and alcohol.
2. Provide obesity related services that address primary prevention and weight management services (Tiers 1 and 2)
3. Work collaboratively with partner organisations and communities to develop and deliver innovative interventions and services to support health related behaviour change.
4. Implement integrated service pathways based on connections rather than signposting that will decrease duplication and use resources more effectively in collaboration with system partners.
5. Deliver a falls prevention service that focuses upon early prevention of falls.
6. Ensure that the wider socio-economic needs of service users are addressed to support behaviour change
7. Working with local partners secure support for environment policy changes that will positively influence health related behaviours.
8. Provide NHS Health Checks at different community locations.

Contract Duration:

This is a 5 year contract with options to extend by up to 24 months.

Existing or New Service:

This is an existing service that will be delivered in a new placed based approach within Cambridge City.

This preferred bidder is a new provider for the delivery of these services within this area.

II.2.5) Award criteria

Quality criterion - Name: Quality & Innovation / Weighting: 35

Quality criterion - Name: Integration, collaboration and service sustainability / Weighting: 7

Quality criterion - Name: Improving access, reducing health inequalities and facilitating choice / Weighting: 17.5

Quality criterion - Name: Social Value / Weighting: 10.5

Cost criterion - Name: Value / Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

This is a 5 year contract, with the option to extend by up to an additional 24 months

II.2) Description

II.2.1) Title

Lot No

2

II.2.2) Additional CPV code(s)

- 85100000 - Health services

II.2.3) Place of performance

NUTS codes

- UKH12 - Cambridgeshire CC

II.2.4) Description of the procurement

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.

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

The East Cambridgeshire place based behaviour change service will provide a flexible and adaptable framework that aligns with needs, enabling a personalised and integrated approach to service delivery. The service will encompass prevention, treatment and long-term behaviour change by encouraging and enabling local people to adopt healthier lives, making more effective use of the assets and resources within East Cambridgeshire. The service model is based on the principle of universal proportionalism, ensuring that interventions are scaled according to the level of need, with targeted support for those facing the greatest challenges.

It will:

1. Provide specialist behaviour change services that address the four key health behaviours that relate but not exclusively to diet, physical activity, smoking and alcohol.
2. Provide obesity related services that address primary prevention and weight management services (Tiers 1 and 2)
3. Work collaboratively with partner organisations and communities to develop and deliver innovative interventions and services to support health related behaviour change.
4. Implement integrated service pathways based on connections rather than signposting that will decrease duplication and use resources more effectively in collaboration with system partners.
5. Deliver a falls prevention service that focuses upon early prevention of falls.
6. Ensure that the wider socio-economic needs of service users are addressed to support behaviour change
7. Working with local partners secure support for environment policy changes that will positively influence health related behaviours.

8. Provide NHS Health Checks at different community locations.

Contract Duration:

This is a 5 year contract with options to extend by up to 24 months.

Existing or New Service:

This is an existing service that will be delivered in a new placed based approach within East Cambridgeshire.

This preferred bidder is a new provider for the delivery of these services within this area.

II.2.5) Award criteria

Quality criterion - Name: Quality and Innovation / Weighting: 35

Quality criterion - Name: Integration, collaboration and service sustainability / Weighting: 7

Quality criterion - Name: Improving access, reducing health inequalities and facilitating choice / Weighting: 17.5

Quality criterion - Name: Social Value / Weighting: 10.5

Cost criterion - Name: Value / Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

This is a 5 year contract, with the option to extend by up to an additional 24 months

II.2) Description

II.2.1) Title

Lot No

3

II.2.2) Additional CPV code(s)

- 85100000 - Health services

II.2.3) Place of performance

NUTS codes

- UKH12 - Cambridgeshire CC

II.2.4) Description of the procurement

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.

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

The Fenland place based behaviour change service will provide a flexible and adaptable framework that aligns with needs, enabling a personalised and integrated approach to service delivery. The service will encompass prevention, treatment and long-term behaviour change by encouraging and enabling local people to adopt healthier lives, making more effective use of the assets and resources within Fenland. The service model is based on the principle of universal proportionalism, ensuring that interventions are scaled according to the level of need, with targeted support for those facing the greatest challenges.

It will:

1. Provide specialist behaviour change services that address the four key health behaviours that relate but not exclusively to diet, physical activity, smoking and alcohol.
2. Provide obesity related services that address primary prevention and weight management services (Tiers 1 and 2)
3. Work collaboratively with partner organisations and communities to develop and deliver innovative interventions and services to support health related behaviour change.
4. Implement integrated service pathways based on connections rather than signposting that will decrease duplication and use resources more effectively in collaboration with system partners.
5. Deliver a falls prevention service that focuses upon early prevention of falls.
6. Ensure that the wider socio-economic needs of service users are addressed to support behaviour change
7. Working with local partners secure support for environment policy changes that will

positively influence health related behaviours.

8. Provide NHS Health Checks at different community locations.

Contract Duration:

This is a 5 year contract with options to extend by up to 24 months.

Existing or New Service:

This is an existing service that will be delivered in a new placed based approach within Fenland.

This preferred bidder is a new provider for the delivery of these services within this area.

II.2.5) Award criteria

Quality criterion - Name: Quality and Innovation / Weighting: 35

Quality criterion - Name: Integration, collaboration and service sustainability / Weighting: 7

Quality criterion - Name: Improving access, reducing health inequalities and facilitating choice / Weighting: 17.5

Quality criterion - Name: Social Value / Weighting: 10.5

Cost criterion - Name: Value / Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

This is a 5 year contract, with the option to extend by up to an additional 24 months

II.2) Description

II.2.1) Title

Lot No

4

II.2.2) Additional CPV code(s)

- 85100000 - Health services

II.2.3) Place of performance

NUTS codes

- UKH12 - Cambridgeshire CC

II.2.4) Description of the procurement

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.

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

The Huntingdonshire place based behaviour change service will provide a flexible and adaptable framework that aligns with needs, enabling a personalised and integrated approach to service delivery. The service will encompass prevention, treatment and long-term behaviour change by encouraging and enabling local people to adopt healthier lives, making more effective use of the assets and resources within Huntingdonshire. The service model is based on the principle of universal proportionalism, ensuring that interventions are scaled according to the level of need, with targeted support for those facing the greatest challenges.

It will:

1. Provide specialist behaviour change services that address the four key health behaviours that relate but not exclusively to diet, physical activity, smoking and alcohol.
2. Provide obesity related services that address primary prevention and weight management services (Tiers 1 and 2)
3. Work collaboratively with partner organisations and communities to develop and deliver innovative interventions and services to support health related behaviour change.
4. Implement integrated service pathways based on connections rather than signposting that will decrease duplication and use resources more effectively in collaboration with system partners.
5. Deliver a falls prevention service that focuses upon early prevention of falls.
6. Ensure that the wider socio-economic needs of service users are addressed to support behaviour change

7. Working with local partners secure support for environment policy changes that will positively influence health related behaviours.

8. Provide NHS Health Checks at different community locations.

Contract Duration:

This is a 5 year contract with options to extend by up to 24 months.

Existing or New Service:

This is an existing service that will be delivered in a new placed based approach within Huntingdonshire.

This preferred bidder is a new provider for the delivery of these services within this area.

II.2.5) Award criteria

Quality criterion - Name: Quality and Innovation / Weighting: 35

Quality criterion - Name: Integration, collaboration and service sustainability / Weighting: 7

Quality criterion - Name: Improving access, reducing health inequalities and facilitating choice / Weighting: 17.5

Quality criterion - Name: Social Value / Weighting: 10.5

Cost criterion - Name: Value / Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

This is a 5 year contract, with the option to extend by up to an additional 24 months

II.2) Description

II.2.1) Title

Lot No

II.2.2) Additional CPV code(s)

- 85100000 - Health services

II.2.3) Place of performance

NUTS codes

- UKH12 - Cambridgeshire CC

II.2.4) Description of the procurement

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.

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

The South Cambridgeshire place based behaviour change service will provide a flexible and adaptable framework that aligns with needs, enabling a personalised and integrated approach to service delivery. The service will encompass prevention, treatment and long-term behaviour change by encouraging and enabling local people to adopt healthier lives, making more effective use of the assets and resources within South Cambridgeshire. The service model is based on the principle of universal proportionality, ensuring that interventions are scaled according to the level of need, with targeted support for those facing the greatest challenges.

It will:

1. Provide specialist behaviour change services that address the four key health behaviours that relate but not exclusively to diet, physical activity, smoking and alcohol.
2. Provide obesity related services that address primary prevention and weight management services (Tiers 1 and 2)
3. Work collaboratively with partner organisations and communities to develop and deliver innovative interventions and services to support health related behaviour change.
4. Implement integrated service pathways based on connections rather than signposting that will decrease duplication and use resources more effectively in collaboration with system partners.
5. Deliver a falls prevention service that focuses upon early prevention of falls.

6. Ensure that the wider socio-economic needs of service users are addressed to support behaviour change
7. Working with local partners secure support for environment policy changes that will positively influence health related behaviours.
8. Provide NHS Health Checks at different community locations.

Contract Duration:

This is a 5 year contract with options to extend by up to 24 months.

Existing or New Service:

This is an existing service that will be delivered in a new placed based approach within South Cambridgeshire.

This preferred bidder is a new provider for the delivery of these services within this area.

II.2.5) Award criteria

Quality criterion - Name: Quality and Innovation / Weighting: 35

Quality criterion - Name: Integration, collaboration and service sustainability / Weighting: 7

Quality criterion - Name: Improving access, reducing health inequalities and facilitating choice / Weighting: 17.5

Quality criterion - Name: Social Value / Weighting: 10.5

Cost criterion - Name: Value / Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

This is a 5 year contract, with the option to extend by up to an additional 24 months

II.2) Description

II.2.1) Title

Lot No

II.2.2) Additional CPV code(s)

- 85100000 - Health services

II.2.3) Place of performance

NUTS codes

- UKH12 - Cambridgeshire CC

II.2.4) Description of the procurement

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.

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

The Centralised Support Function will be delivered as a Cambridgeshire wide model .

It will:

1. Provide an effective Single Point of Contact (SPOC) for residents from all places to access their local services.
2. Provide a digital self-management service for residents from all places.
3. Coordinate communications across the different place based services and support local and national campaigns.
4. Provide behaviour change training programme to support the place based services.
5. Provide Community Intensive Weight Management Services to enable residents to achieve a healthy weight.

Contract Duration:

This is a 5 year contract with options to extend by up to 24 months.

Existing or New Service:

This is an existing service that will be delivered in a new placed based approach within

Cambridgeshire.

This preferred bidder is a new provider for the delivery of these services within this area.

II.2.5) Award criteria

Quality criterion - Name: Quality and Innovation / Weighting: 49

Quality criterion - Name: Integration, collaboration and service sustainability / Weighting: 10.5

Quality criterion - Name: Improving access, reducing health inequalities and facilitating choice / Weighting: 3.5

Quality criterion - Name: Social Value / Weighting: 7

Cost criterion - Name: Value / Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

This is a 5 year contract, with the option to extend by up to an additional 24 months

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: [2025/S 000-022281](#)

Section V. Award of contract

Lot No

1

Title

Cambridge City

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

15 September 2025

V.2.2) Information about tenders

Number of tenders received: 5

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

V.2.3) Name and address of the contractor

MoreLife Limited

Chruchwood Hall, Headingley

Leeds

LS6 3QJ

Country

United Kingdom

NUTS code

- UKE42 - Leeds

Companies House

7107520

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,504,908

Section V. Award of contract

Lot No

2

Title

East Cambridgeshire

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

15 September 2025

V.2.2) Information about tenders

Number of tenders received: 4

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

V.2.3) Name and address of the contractor

MORELIFE (UK) LTD

Chruchwood Hall, Headingley

Leeds

LS6 3QJ

Country

United Kingdom

NUTS code

- UKE42 - Leeds

Companies House

07107520

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,026,240

Section V. Award of contract

Lot No

3

Title

Fenland

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

15 September 2025

V.2.2) Information about tenders

Number of tenders received: 4

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

V.2.3) Name and address of the contractor

MORELIFE (UK) LTD

Chruchwood Hall, Headingley

Leeds

LS6 3QJ

Country

United Kingdom

NUTS code

- UKE42 - Leeds

Companies House

07107520

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,195,575

Section V. Award of contract

Lot No

4

Title

Huntingdonshire

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

15 September 2025

V.2.2) Information about tenders

Number of tenders received: 5

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

V.2.3) Name and address of the contractor

MORELIFE (UK) LTD

Chruchwood Hall, Headingley

Leeds

LS6 3QJ

Country

United Kingdom

NUTS code

- UKE42 - Leeds

Companies House

07107520

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,868,320

Section V. Award of contract

Lot No

5

Title

South Cambridgeshire

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

15 September 2025

V.2.2) Information about tenders

Number of tenders received: 4

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

V.2.3) Name and address of the contractor

MORELIFE (UK) LTD

Chruchwood Hall, Headingley

Leeds

LS6 3QJ

Country

United Kingdom

NUTS code

- UKE42 - Leeds

Companies House

07107520

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,627,096

Section V. Award of contract

Lot No

6

Title

Centralised Support Function

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

15 September 2025

V.2.2) Information about tenders

Number of tenders received: 4

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

V.2.3) Name and address of the contractor

MORELIFE (UK) LTD

Chruchwood Hall, Headingley

Leeds

LS6 3QJ

Country

United Kingdom

NUTS code

- UKE42 - Leeds

Companies House

07107520

The contractor is an SME

Yes

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

Total value of the contract/lot: £3,798,702

Section VI. Complementary information

VI.3) Additional information

This is a Provider Selection Regime (PSR) intention to award notice. The awarding of the contracts is subject to the Health Care Services (Provider Selection Regime) Regulations 2023.

For the avoidance of doubt, the provisions of the Public Contracts Regulations 2015 or the Procurement Act 2023 do not apply to this award.

The publication of this notice marks the start of the standstill period. Representations by providers must be made to the relevant authority by midnight at the end of the 30th of September 2025.

The contracts have not yet formally been awarded; this notice serves as an intention to award contracts under the competitive process of the PSR.

Written representations should be sent to thomas.clarke@cambridgeshire.gov.uk

Award decision makers:

Award of contract was approved by Cambridgeshire County Council's Executive Director for Adults, Health and Commissioning

Conflicts of Interest:

No conflicts of interest were declared prior to, or during, the preparation of the tender excise, the evaluation or moderation period or the award of the contract.

Relative importance of the key criteria:

The decision was made through an evaluation methodology covering the 5 criterion for each Lot. For all Lots, the greatest weighting were applied to quality and innovation and value.

Quality and Innovation was weighted highly as it was imperative that due to the nature of the service specification and expectations regarding delivery requirements, quality is considered the most important component.

This was followed by value to ensure that the service will be delivered within the available financial envelope and for the bidder to provide the local authorities with assurances that there will be robust financial and performance monitoring.

Added value was considered through social value, recognising the importance of a providers wider contribution to the Authority's ambitions and benefits to local residents.

Lot 1

The preferred supplier obtained the highest scoring combined across the five key criteria:

Quality & Innovation: 27.30 out of 35;

Value: 29.77 out of 30;

Integration, collaboration and service sustainability: 5.60 out of 7;

Improving access, reducing health inequalities & facilitating choice: 15.4 out of 17.5;

Social value: 9.8 out of 10.5.

Total score: 87.87%

Lot 2

The preferred supplier obtained the highest scoring combined across the five key criteria:

Quality & Innovation: 27.30 out of 35;

Value: 30 out of 30;

Integration, collaboration and service sustainability: 5.60 out of 7;

Improving access, reducing health inequalities & facilitating choice: 15.4 out of 17.5;

Social value: 9.8 out of 10.5.

Total score: 88.10%

Lot 3

The preferred supplier obtained the highest scoring combined across the five key criteria:

Quality & Innovation: 27.30 out of 35;

Value: 30 out of 30;

Integration, collaboration and service sustainability: 5.60 out of 7;

Improving access, reducing health inequalities & facilitating choice: 14 out of 17.5;

Social value: 9.8 out of 10.5.

Total score: 86.70%

Lot 4

The preferred supplier obtained the highest scoring combined across the five key criteria:

Quality & Innovation: 27.30 out of 35;

Value: 28.29 out of 30;

Integration, collaboration and service sustainability: 5.60 out of 7;

Improving access, reducing health inequalities & facilitating choice: 14 out of 17.5;

Social value: 9.8 out of 10.5.

Total score: 84.99%

Lot 5

The preferred supplier obtained the highest scoring combined across the five key criteria:

Quality & Innovation: 27.30 out of 35;

Value: 28.89 out of 30;

Integration, collaboration and service sustainability: 5.60 out of 7;

Improving access, reducing health inequalities & facilitating choice: 14 out of 17.5;

Social value: 9.8 out of 10.5.

Total score: 85.59%

Lot 6

The preferred supplier obtained the highest scoring combined across the five key criteria:

Quality & Innovation: 37.10 out of 49;

Value: 27.64 out of 30;

Integration, collaboration and service sustainability: 8.40 out of 10.50;

Improving access, reducing health inequalities & facilitating choice: 2.80 out of 3.50;

Social value: 5.60 out of 7.

Total score: 81.54%

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