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Contract

NCC1573 Communities First Behaviour Change

Northumberland County Council

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-057548

Procurement identifier (OCID): ocds-h6vhtk-0502c1 ([view related notices](#))

Published 18 September 2025, 8:54am

Scope

Reference

NCC1573

Description

This research project will use appropriate evidence-based behaviour change theories to identify factors (e.g. personal, institutional, or systemic) that are barriers or enablers to embedding the CF approach across Northumberland County Council and key partners.

The results of this analysis will support NCC and relevant partner organisations to understand and address these barriers and enablers to move further and faster to adopting the Communities First approach.

Methods and measurement

The Provider will propose their methodology in their tender submission for this work, but broadly it will be expected to include:

- Selection and application of appropriate evidence-based behaviour change theory/theories to underpin the analysis.
 - Identification of the target behaviours that professionals and/or organisations need to adopt in order to implement the Communities First approach (also involve identifying current behaviours that do not support the approach and need to change). This would involve initial scoping work with NCC and key system partners to identify the target behaviours.
 - Use of appropriate qualitative research methodologies to analyse barriers and enablers for professionals and the wider organisation to delivering Communities First approach, using the evidence based behaviour change theory (see point 1 above).
 - Include both retrospective evaluation of adoption to date and analysis of anticipated barriers and enablers for wider adoption of the Communities First approach.
 - Provide relevant recommendations to support successful implementation and maintenance of Communities First approach across NCC and key system partners.
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Contract 1. NCC1573 Communities First Behaviour Change

Supplier

- Newcastle University

Contract value

- £33,257 excluding VAT
- £39,908.40 including VAT

Below the relevant threshold

Date signed

15 September 2025

Contract dates

- 15 September 2025 to 14 August 2026
- 11 months

Main procurement category

Services

CPV classifications

- 85322000 - Community action programme
- 85323000 - Community health services
- 98300000 - Miscellaneous services

Contract locations

- UKC21 - Northumberland

Procedure**Procedure type**

Below threshold - open competition

Supplier

Newcastle University

- Public Procurement Organisation Number: PLZG-2736-PGDD

King's Gate

Newcastle upon Tyne

NE1 7RU

United Kingdom

Email: bdecalls@newcastle.ac.uk

Website: <https://www.ncl.ac.uk/>

Region: UKC22 - Tyneside

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. NCC1573 Communities First Behaviour Change

Contracting authority

Northumberland County Council

- Public Procurement Organisation Number: PJJX-1133-JRGV

County Hall

Morpeth

NE61 2EF

United Kingdom

Email: graeme.hayes@northumberland.gov.uk

Website: <http://www.northumberland.gov.uk>

Region: UKC21 - Northumberland

Organisation type: Public authority - sub-central government