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Not applicable

Integrated Lifestyle Service - Direct Award C

Lincolnshire County Council

F14: Notice for changes or additional information

Notice identifier: 2025/S 000-068383

Procurement identifier (OCID): ocds-h6vhtk-059c85

Published 27 October 2025, 7:56am

Section I: Contracting authority/entity

I.1) Name and addresses

Lincolnshire County Council

County Offices, Newland

Lincoln

LN1 1YL

Contact

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Country

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Region code

UKF3 - Lincolnshire

Internet address(es)

Main address

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

Buyer's address

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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Integrated Lifestyle Service - Direct Award C

Reference number

DN790337

II.1.2) Main CPV code

- 85000000 - Health and social work services

II.1.3) Type of contract

Services

II.1.4) Short description

Lincolnshire's Integrated Lifestyle Service (ILS), known as 'One You Lincolnshire', is jointly funded by the Integrated Care Board and Lincolnshire County Council, and designed to prevent ill-health and reduce inequalities in health outcomes through addressing 6 key risk factors: smoking, physical inactivity, unhealthy weight, alcohol, strength and balance & Child and family weight management.

Section VI. Complementary information

VI.6) Original notice reference

Notice number: [2025/S 000-057449](#)

Section VII. Changes

VII.1.2) Text to be corrected in the original notice

Section number

I.3

Lot No

0

Place of text to be modified

Place of text to be modified

Instead of

Text

The Council intends to award this contract to the incumbent via the Direct Award C route under PSR

Contract Title: Integrated Lifestyle Service

Contract Reference: DN790337

Name of Incumbent: Thrive Tribe Ltd

Address of Incumbents registered office: 167-169 Great Portland Street, London, W1W 5PF

Description of relevant health care services and CPV code: Health and Social work

Services 85000000-9

Approx. lifetime value of contract: £3,172,100.00

Detail of award decision makers: Council Executive delegated to Executive Director of Adult Care & Community wellbeing in conjunction with executive councillor for Adult Care and Health.

Reasons for selecting the incumbent: Under the Health Care Services (Provider Selection Regime) Regulations 2023 (“PSR”), the Council’s commercial team has undertaken an evidence-based assessment of the incumbent’s capability and consistent performance in delivering against all of the Key Criteria and contract performance KPIs

A provider assessment has been undertaken in accordance with the PSR Key Criteria which are:-

- Quality and innovation
- Value
- Integration, collaboration and service sustainability
- Improving access, reducing health inequalities and facilitating choice
- Social value

The provider assessment demonstrates substantial evidence of the incumbent’s proven ability to deliver a successful, outcomes-based service to the public. The Council has full confidence in the provider’s past performance, reinforcing the view that they are well positioned

to deliver the service over the next 12 months. This confidence is based on their consistent alignment with commissioning requirements, strong market expertise, and effective contract management. The provider has a track record of not only meeting the required criteria but also enhancing service delivery through new initiatives aimed at improving health outcomes and reducing health inequalities. Performance data shows that the incumbent has achieved results exceeding expectations against each of the contract KPI targets at this stage.

Declaration of conflict or potential conflict of interest: All relevant stakeholders completed

the Councils internal Conflict of interest forms and no conflict or potential conflict of interest were identified.

How Conflicts of interest were managed: All relevant stakeholders completed COI forms prior to the assessment which were kept under review during the process and no conflicts of interest were identified.

Read

Text

This is a Provider Selection Regime (PSR) confirmation of contract award notice. This contract has been awarded under the Health Care Services (Provider Selection Regime) Regulations 2023. For the avoidance of doubt, the provisions of the Public Contracts Regulations 2015 do not apply to this award. This contract has now been formally awarded using direct award process C.

- The contract was awarded on 1st September 2025 and will expire on 1st October 2026
- Contract value £3,172,100.00 which is the amounts payable to the provider under the contract.

No reviews were undertaken during the standstill period.

There were no declare or potential conflicts of interest during the decision making process.