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Award

## **Home Support - Principal Provider South Norfolk**

Norfolk County Council

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

Notice identifier: 2025/S 000-068958

Procurement identifier (OCID): ocds-h6vhtk-04fac3 ([view related notices](#))

Published 28 October 2025, 1:12pm

### **Scope**

### **Reference**

NCCT43044

### **Description**

The Council wished to appoint one Principal provider to deliver home support services in each Primary Care Network (PCN) within Norfolk. The intention is that the Principal Providers will deliver 70% of the hours and the remaining 30% will be delivered by a small number of PCN framework providers, whose appointment is subject to a separate procurement.

This procurement is split into 4 lots, which covers PCNs in South Norfolk.

Bidders were restricted to winning one lot only.

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## **Lot 1. Mid Norfolk**

### **Description**

To deliver home support services as Principal Provider in Lot 1 area.

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## **Lot 2. Breckland**

### **Description**

To deliver home support services as Principal Provider to lot 2 in this area.

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## **Lot 3. Kett's Oak**

### **Description**

To deliver home support services as Principal Provider in Lot 3 area.

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## **Lot 4. SNHIP**

### **Description**

To deliver home support services as Principal Provider in Lot 4 area.

## **Contract 1. Mid Norfolk**

### **Lots**

Lot 1. Mid Norfolk

### **Supplier**

- FIRST CHOICE HOME CARE LTD

### **Contract value**

- £18,892,726 excluding VAT
- £22,668,871 including VAT

Above the relevant threshold

### **Award decision date**

28 October 2025

### **Date assessment summaries were sent to tenderers**

28 October 2025

## **Standstill period**

- End: 7 November 2025
- 9 working days

## **Earliest date the contract will be signed**

17 November 2025

## **Contract dates (estimated)**

- 5 January 2026 to 4 January 2031
- Possible extension to 4 January 2036
- 10 years

Description of possible extension:

The Contract may be extended by up to 60 months at the Council's discretion.

The start date of the contract is an estimate , based on the mobilisation and transition.  
The requirement is to commence between January and 1st April 2026.

Values included in the notice are estimates only as the value is dependent on care needs in the area.

## **Main procurement category**

Services

## **CPV classifications**

- 85000000 - Health and social work services

## **Contract locations**

- UKH17 - Breckland and South Norfolk

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## **Contract 2. Breckland**

### **Lots**

Lot 2. Breckland

### **Supplier**

- UNIVERSAL CARE SERVICES (UK) LIMITED

### **Contract value**

- £18,228,787 excluding VAT
- £21,874,544 including VAT

Above the relevant threshold

### **Award decision date**

28 October 2025

### **Date assessment summaries were sent to tenderers**

28 October 2025

## **Standstill period**

- End: 7 November 2025
- 9 working days

## **Earliest date the contract will be signed**

17 November 2025

## **Contract dates (estimated)**

- 5 January 2026 to 4 January 2031
- Possible extension to 4 January 2036
- 10 years

Description of possible extension:

The Contract may be extended by up to 60 months at the Council's discretion. The contract start date is an estimate. The actual date will be based on the mobilisation and transition and is expected to be between January 2026 and April 2026.

Values included in the notice are estimates only as the value is dependent on care needs in the area.

## **Main procurement category**

Services

## **CPV classifications**

- 85000000 - Health and social work services

## **Contract locations**

- UKH17 - Breckland and South Norfolk

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## **Contract 3. Kett's Oak**

### **Lots**

Lot 3. Kett's Oak

### **Supplier**

- NORVIC HEALTHCARE (ANGLIA) LIMITED

### **Contract value**

- £29,176,243 excluding VAT
- £35,011,491 including VAT

Above the relevant threshold

### **Award decision date**

28 October 2025

### **Date assessment summaries were sent to tenderers**

28 October 2025

## **Standstill period**

- End: 7 November 2025
- 9 working days

## **Earliest date the contract will be signed**

17 November 2025

## **Contract dates (estimated)**

- 5 January 2026 to 4 January 2031
- Possible extension to 4 January 2036
- 10 years

Description of possible extension:

The Contract may be extended by up to 60 months at the Council's discretion. The contract start date is an estimate. The actual date will be based on the mobilisation and transition and is expected to be between January 2026 and April 2026.

Values included in the notice are estimates only as the value is dependent on care needs in the area.

## **Main procurement category**

Services

## **CPV classifications**

- 85000000 - Health and social work services

## **Contract locations**

- UKH17 - Breckland and South Norfolk

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## **Contract 4. SNHIP**

### **Lots**

Lot 4. SNHIP

### **Supplier**

- CERA CARE OPERATIONS LIMITED

### **Contract value**

- £26,375,731 excluding VAT
- £31,650,877 including VAT

Above the relevant threshold

### **Award decision date**

28 October 2025

### **Date assessment summaries were sent to tenderers**

28 October 2025

## **Standstill period**

- End: 7 November 2025
- 9 working days

## **Earliest date the contract will be signed**

17 November 2025

## **Contract dates (estimated)**

- 5 January 2026 to 4 January 2031
- Possible extension to 4 January 2036
- 10 years

Description of possible extension:

The Contract may be extended by up to 60 months at the Council's discretion. The contract start date is an estimate. The actual date will be based on the mobilisation and transition and is expected to be between January 2026 and April 2026.

Values included in the notice are estimates only as the value is dependent on care needs in the area.

## **Main procurement category**

Services

## **CPV classifications**

- 85000000 - Health and social work services

## Contract locations

- UKH17 - Breckland and South Norfolk

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## Information about tenders

### Lot 1. Mid Norfolk

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

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### Unsuccessful suppliers

- [UNIVERSAL CARE SERVICES \(UK\) LIMITED](#)
- [NORVIC HEALTHCARE \(ANGLIA\) LIMITED](#)
- [OPTIMALCAREPLUS LIMITED](#)
- [VERITY HEALTHCARE LIMITED](#)

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### Lot 2. Breckland

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

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### **Unsuccessful suppliers**

- [FIRST CHOICE HOME CARE LTD](#)
- [NORVIC HEALTHCARE \(ANGLIA\) LIMITED](#)
- [OPTIMALCAREPLUS LIMITED](#)
- [VERITY HEALTHCARE LIMITED](#)

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### **Lot 3. Kett's Oak**

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

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### **Unsuccessful suppliers**

- [UNIVERSAL CARE SERVICES \(UK\) LIMITED](#)
- [CERA CARE OPERATIONS LIMITED](#)

- [OPTIMALCAREPLUS LIMITED](#)
- [VERITY HEALTHCARE LIMITED](#)

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## **Lot 4. SNHIP**

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

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### **Unsuccessful suppliers**

- [FIRST CHOICE HOME CARE LTD](#)
- [VERITY HEALTHCARE LIMITED](#)

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## **Submission**

### **Submission type**

Requests to participate

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## **Procedure**

## **Procedure type**

Competitive flexible procedure

## **Special regime**

Light touch

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## **Suppliers**

### **CERA CARE OPERATIONS LIMITED**

- Companies House: 04320403
- Public Procurement Organisation Number: PQMP-1376-MXZH

Crown House Stephenson Road

Colchester

CO4 9QR

United Kingdom

Email: [bidteam@ceracare.co.uk](mailto:bidteam@ceracare.co.uk)

Website: <https://www.cerahq.com/>

Region: UKH34 - Essex Haven Gateway

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 4. SNHIP

## **FIRST CHOICE HOME CARE LTD**

- Companies House: 08130025
- Public Procurement Organisation Number: PWZY-6514-JBHV

Unit 1b Harling Road

Snetterton

NR16 2JU

United Kingdom

Email: [enquiries@firstchoicehomecare.co.uk](mailto:enquiries@firstchoicehomecare.co.uk)

Website: <https://www.firstchoicehomecare.co.uk>

Region: UKH17 - Breckland and South Norfolk

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Mid Norfolk

## **NORVIC HEALTHCARE (ANGLIA) LIMITED**

- Companies House: 04790989
- Public Procurement Organisation Number: PGNL-2571-ZMTY

Unit 5, Longs Business Centre 232 Fakenham Road

Norwich

NR8 6QW

United Kingdom

Email: [info@norvicichealthcare.co.uk](mailto:info@norvicichealthcare.co.uk)

Website: <http://www.norvicichealthcare.co.uk>

Region: UKH15 - Norwich and East Norfolk

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 3. Kett's Oak

## **OPTIMALCAREPLUS LIMITED**

- Companies House: 13053234
- Public Procurement Organisation Number: PWWR-3326-TRZH

Suite 113, Building 13 Thames Enterprise Centre

East Tilbury

RM18 8RH

United Kingdom

Website: <http://www.optimalcareplus.co.uk>

Region: UKH32 - Thurrock

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

## **UNIVERSAL CARE SERVICES (UK) LIMITED**

- Companies House: 06923671
- Public Procurement Organisation Number: PXJN-2733-CTBJ

245 Hammersmith Road

London

W6 8PW

United Kingdom

Email: [contracts@universalcareservices.co.uk](mailto:contracts@universalcareservices.co.uk)

Website: <https://www.universalcareservices.co.uk/>

Region: UKI33 - Kensington & Chelsea and Hammersmith & Fulham

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 2. Breckland

## **VERITY HEALTHCARE LIMITED**

- Companies House: 07462140
- Public Procurement Organisation Number: PXHY-9492-VRWG

20-22 Wenlock Road

London

N1 7GU

United Kingdom

Website: <http://www.verityhealthcare.co.uk>

Region: UKI41 - Hackney and Newham

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

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## **Contracting authority**

### **Norfolk County Council**

- Public Procurement Organisation Number: PDYH-3246-XWTR

County Hall, Martineau Lane

Norwich

NR1 2DH

United Kingdom

Email: [sourcingteam@norfolk.gov.uk](mailto:sourcingteam@norfolk.gov.uk)

Region: UKH15 - Norwich and East Norfolk

Organisation type: Public authority - sub-central government