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Contract

Integrated Lifestyle Service - Direct Award C

Lincolnshire County Council

F21: Social and other specific services – public contracts

Contract award notice

Notice identifier: 2025/S 000-072091

Procurement identifier (OCID): ocids-h6vhtk-05dcec

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Section I: Contracting authority

I.1) Name and addresses

Lincolnshire County Council

County Offices, Newland

Lincoln

LN1 1YL

Contact

Miss Katie Turner

Email

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Telephone

+44 1522555431

Country

United Kingdom

Region code

UKF3 - Lincolnshire

Internet address(es)

Main address

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

Buyer's address

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

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

Health

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.

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: £3,172,100

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKF3 - Lincolnshire

II.2.4) Description of the procurement

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.

II.2.6) Estimated value

Value excluding VAT: £3,172,100

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 V. Award of contract

Contract No

CO1488 Integrated Lifestyle Service (ILS)

Lot No

0

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

17 September 2025

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 0

V.2.3) Name and address of the contractor

Thrive Tribe Ltd

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

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

Total value of the contract/lot: £3,172,100