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Not applicable

## **Behaviour Change**

Cambridgeshire County Council

F14: Notice for changes or additional information

Notice identifier: 2025/S 000-084283

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

Published 18 December 2025, 11:55am

## **Section I: Contracting authority/entity**

### **I.1) Name and addresses**

Cambridgeshire County Council

New Shire Hall Emery Crescent Enterprise Campus,

Alconbury Weald, Huntingdon

PE284YE

### **Contact**

Thomas Clarke

### **Email**

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### **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](http://www.cambridgeshire.gov.uk)

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## **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.

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## **Section VI. Complementary information**

### **VI.6) Original notice reference**

Notice number: [2025/S 000-057457](#)

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## **Section VII. Changes**

### **VII.1) Information to be changed or added**

### **VII.2) Other additional information**

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 the competitive process.

Contract award for all Lots (1 to 6): 1st December 2025

Contract Start date for all Lots (1 to 6): 1st December 2025

Contract End date for all Lots (1 to 6): 30th November 2030

The total contract value for all lots is £14,620,842.97. This includes an additional £3,600,000 of funding for specialist obesity medications, until March 2028. The possibility of this additional funding being part of the contract was stated within the tender documentation.

There was no review during the standstill period.