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Contract

Proactive Intervention Offer

Norfolk County Council

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

Notice identifier: 2025/S 000-086401

Procurement identifier (OCID): ocds-h6vhtk-0515e5 ([view related notices](#))

Published 30 December 2025, 11:09am

Scope

Reference

NCCT43119

Description

Norfolk County Council sought to commission an offer that provides targeted interventions that includes individuals aged 50 plus residing within the specified Health and Wellbeing Partnership area, and on occasion younger people who may be suitable to be supported through this offer too.

Individuals will have been proactively identified at a risk of falls and interventions will deliver outcomes around:

- a) Ageing Well, including strength and mobility training, physical exercise and movement;
- b) Social connection, including participation in local community groups;
- c) Information and advice to support ageing well, including managing money and

accessing services.

The Provider will support approximately 800 people per year (per Health and Wellbeing Partnership).

Lot 1. Breckland

Description

Norfolk County Council wishes to commission an offer that provides targeted interventions that includes individuals aged 50 plus residing within the specified Health and Wellbeing Partnership area (on occasion younger people may be supported through this offer, where suitable). Individuals will have been proactively identified at a risk of falls and interventions should deliver outcomes around: a) Aging Well, including strength and mobility training, physical exercise and movement; b) Social connection, including participation in local community groups; c) Information and advice to support aging well, including managing money and accessing services. The Provider should plan to support approximately 800 people per year (per Health and Wellbeing Partnership) and must ensure they have the capacity to enable this. Full details of the requirement can be found in the Service Specification, which forms a Schedule to the Terms and Conditions. 1

Lot 2. Broadland

Description

Norfolk County Council wishes to commission an offer that provides targeted interventions that includes individuals aged 50 plus residing within the specified Health and Wellbeing Partnership area (on occasion younger people may be supported through this offer, where suitable). Individuals will have been proactively identified at a risk of falls and interventions should deliver outcomes around: a) Aging Well, including strength and mobility training,

physical exercise and movement;b) Social connection, including participation in local community groups;c) Information and advice to support aging well, including managing money and accessing services.The Provider should plan to support approximately 800 people per year (per Health and Wellbeing Partnership) and must ensure they have the capacity to enable this.Full details of the requirement can be found in the Service Specification, which forms a Schedule to the Terms and Conditions. 2

Lot 3. Great Yarmouth

Description

Norfolk County Council wishes to commission an offer that provides targeted interventions that includes individuals aged 50 plus residing within the specified Health and Wellbeing Partnership area (on occasion younger people may be supported through this offer, where suitable).Individuals will have been proactively identified at a risk of falls and interventions should deliver outcomes around:a) Aging Well, including strength and mobility training, physical exercise and movement;b) Social connection, including participation in local community groups;c) Information and advice to support aging well, including managing money and accessing services.The Provider should plan to support approximately 800 people per year (per Health and Wellbeing Partnership) and must ensure they have the capacity to enable this.Full details of the requirement can be found in the Service Specification, which forms a Schedule to the Terms and Conditions. 3

Lot 4. Kings Lynn and West Norfolk

Description

Norfolk County Council wishes to commission an offer that provides targeted interventions that includes individuals aged 50 plus residing within the specified Health and Wellbeing Partnership area (on occasion younger people may be supported through this offer, where suitable).Individuals will have been proactively identified at a risk of falls and interventions should deliver outcomes around:a) Aging Well, including strength and mobility training, physical exercise and movement;b) Social connection, including participation in local community groups;c) Information and advice to support aging well, including managing money and accessing services.The Provider should plan to support approximately 800 people per year (per Health and Wellbeing Partnership) and must ensure they have the capacity to enable this.Full details of the requirement can be found in the Service

Specification, which forms a Schedule to the Terms and Conditions. 4

Lot 5. North Norfolk

Description

Norfolk County Council wishes to commission an offer that provides targeted interventions that includes individuals aged 50 plus residing within the specified Health and Wellbeing Partnership area (on occasion younger people may be supported through this offer, where suitable). Individuals will have been proactively identified at a risk of falls and interventions should deliver outcomes around: a) Aging Well, including strength and mobility training, physical exercise and movement; b) Social connection, including participation in local community groups; c) Information and advice to support aging well, including managing money and accessing services. The Provider should plan to support approximately 800 people per year (per Health and Wellbeing Partnership) and must ensure they have the capacity to enable this. Full details of the requirement can be found in the Service Specification, which forms a Schedule to the Terms and Conditions. 5

Lot 6. Norwich

Description

Norfolk County Council wishes to commission an offer that provides targeted interventions that includes individuals aged 50 plus residing within the specified Health and Wellbeing Partnership area (on occasion younger people may be supported through this offer, where suitable). Individuals will have been proactively identified at a risk of falls and interventions should deliver outcomes around: a) Aging Well, including strength and mobility training, physical exercise and movement; b) Social connection, including participation in local community groups; c) Information and advice to support aging well, including managing money and accessing services. The Provider should plan to support approximately 800 people per year (per Health and Wellbeing Partnership) and must ensure they have the capacity to enable this. Full details of the requirement can be found in the Service Specification, which forms a Schedule to the Terms and Conditions. 6

Lot 7. South Norfolk

Description

Norfolk County Council wishes to commission an offer that provides targeted interventions that includes individuals aged 50 plus residing within the specified Health and Wellbeing Partnership area (on occasion younger people may be supported through this offer, where suitable). Individuals will have been proactively identified at a risk of falls and interventions should deliver outcomes around: a) Aging Well, including strength and mobility training, physical exercise and movement; b) Social connection, including participation in local community groups; c) Information and advice to support aging well, including managing money and accessing services. The Provider should plan to support approximately 800 people per year (per Health and Wellbeing Partnership) and must ensure they have the capacity to enable this. Full details of the requirement can be found in the Service Specification, which forms a Schedule to the Terms and Conditions. 7

Contract 1

Lots

Lot 1. Breckland

Lot 5. North Norfolk

Supplier

- Community Action Norfolk

Contract value

- £1,740,000 excluding VAT

- £2,088,000 including VAT

Above the relevant threshold

Date signed

22 August 2025

Contract dates

- 22 August 2025 to 21 August 2027
- Possible extension to 20 August 2029
- 3 years, 11 months, 30 days

Description of possible extension:

The Council shall be entitled at its absolute discretion to extend the Contract Period for a further period or periods of up to a total of 24 months

Main procurement category

Services

Options

The right to additional purchases while the contract is valid.

The right to additional purchases while the contract is valid.

The council will have the right to include additional funding throughout the duration of this contract based on future assessments and availability of additional resources.

Consequently, the contract is designed to be adaptable, allowing for modifications and enhancements in response to evolving needs and circumstances. This flexibility ensures

that the programme can effectively meet its objectives and deliver optimal outcomes. The funding is likely to come from, but is not limited to Integrated Care Partners for example the Integrated Care Board, District Council, etc. If funding does become available for proactive intervention work and the Council deems this contract to be a suitable fit, the Council may increase the funding available for this contract to expand the scope of the services being delivered.

CPV classifications

- 85000000 - Health and social work services

Contract locations

- UKH15 - Norwich and East Norfolk
 - UKH16 - North and West Norfolk
 - UKH17 - Breckland and South Norfolk
-

Contract 2

Lots

Lot 2. Broadland

Lot 3. Great Yarmouth

Lot 6. Norwich

Lot 7. South Norfolk

Supplier

- Norfolk Citizens Advice

Contract value

- £3,360,000 excluding VAT
- £4,032,000 including VAT

Above the relevant threshold

Date signed

22 August 2025

Contract dates

- 22 August 2025 to 21 August 2027
- Possible extension to 20 August 2029
- 3 years, 11 months, 30 days

Description of possible extension:

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Main procurement category

Services

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CPV classifications

- 85000000 - Health and social work services

Contract locations

- UKH15 - Norwich and East Norfolk
 - UKH16 - North and West Norfolk
 - UKH17 - Breckland and South Norfolk
-

Contract 3

Lots

Lot 4. Kings Lynn and West Norfolk

Supplier

- King's Lynn and West Norfolk Borough Council

Contract value

- £900,000 excluding VAT
- £1,080,000 including VAT

Above the relevant threshold

Date signed

22 August 2025

Contract dates

- 22 August 2025 to 21 August 2027
- Possible extension to 20 August 2029
- 3 years, 11 months, 30 days

Description of possible extension:

The Council shall be entitled at its absolute discretion to extend the Contract Period for a further period or periods of up to a total of 24 months

Main procurement category

Services

Options

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CPV classifications

- 85000000 - Health and social work services

Contract locations

- UKH15 - Norwich and East Norfolk
- UKH16 - North and West Norfolk
- UKH17 - Breckland and South Norfolk

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)
- Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Special regime

Light touch

Suppliers

Community Action Norfolk

- Companies House: 3190820

Ambassador Way, Greens Road

Dereham

NR20 3TL

United Kingdom

Email: office@communityactionnorfolk.org.uk

Website: <https://www.communityactionnorfolk.org.uk/sites/>

Region: UKH17 - Breckland and South Norfolk

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): Yes

Supported employment provider: No

Public service mutual: No

Contract 1

King's Lynn and West Norfolk Borough Council

- Public Procurement Organisation Number: PZQQ-4816-TPLW

King's Court, Chapel Street

King's Lynn

PE30 1EX

United Kingdom

Email: procurementtenders@west-norfolk.gov.uk

Website: <http://www.west-norfolk.gov.uk>

Region: UKH16 - North and West Norfolk

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 3

Norfolk Citizens Advice

- Companies House: 3617412
- Charity Commission (England and Wales): 1071297

83-87 Pottergate,

Norwich

NR2 1DZ

United Kingdom

Email: board@ncab.org.uk

Website: <http://www.ncab.org.uk>

Region: UKH15 - Norwich and East Norfolk

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): Yes

Supported employment provider: No

Public service mutual: No

Contract 2

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

Region: UKH15 - Norwich and East Norfolk

Organisation type: Public authority - sub-central government