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Planning

Healthy Worcestershire 2027

Worcestershire County Council

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-001087

Procurement identifier (OCID): ocds-h6vhtk-05d04f ([view related notices](#))

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Scope

Reference

HEA25186

Description

Under the Health and Social Care Act 2012, local councils are legally responsible for delivering public health services and must take appropriate action to improve the health and wellbeing of their communities.

Healthy Worcestershire is a preventative, integrated health improvement service offering:

- Community-based physical activity and wellbeing sessions
- Stop smoking support
- Tailored nutrition and lifestyle advice

These services aim to promote healthier living, reduce health inequalities, and prevent

illness across Worcestershire.

Please be advised this notice details the Council's possible future procurement intentions and serves as information only. The information provided in this notice may be subject to change.

Total value (estimated)

- £0 excluding VAT
- £0 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 April 2027 to 31 March 2030
- Possible extension to 31 March 2032
- 5 years

Main procurement category

Services

CPV classifications

- 75122000 - Administrative healthcare services
- 80560000 - Health and first-aid training services
- 80561000 - Health training services
- 85000000 - Health and social work services

- 85100000 - Health services
- 85323000 - Community health services
- 92620000 - Sport-related services

Engagement

Engagement deadline

30 January 2026

Engagement process description

This notice is for market awareness, engagement and request for information only

Healthy Worcestershire will be an integrated community-based service that's responsive to the needs of residents, which results in empowering communities to improve health and wellbeing. The core programme will offer physical activity sessions designed to improve core strength, balance and flexibility as well providing a broad range of health and wellbeing advice to participants. The service will also include telephone-based stop smoking support and online nutrition and lifestyle programmes.

In brief, the Healthy Worcestershire service will:

1. Provide a single point of access for the public and professionals to a range of support under one 'umbrella' to meet the needs of participants. This should include a telephone line available during the daytime, evenings, and weekends (outside of normal working hours) where individuals can be triaged, signposted/ referred and supported appropriately. The provider will need to signpost into relevant services and resources based on participant need.
2. Provide a universal self-care offer, which will comprise of an interactive website (designed and managed by the provider) that signposts to evidence-based health and wellbeing advice (such as NHS better health) to support participants to lead healthier lives.
3. Provide a rolling physical activity programme and wellbeing programme designed to improve

strength, balance and flexibility that is delivered by appropriately qualified instructors (CIMSPA accredited) ranging from level 2 to level 4 (Postural Stability Instructor) where needed. The programme will be evidence-based, varied and progressive. Including a combination of high intensity resistance training and exercises that involve impact (e.g. running, jumping), balance training, yoga, Pilates and Tai Chi.

4. Consider hire costs of local community venues and instructor costs. This should be factored into costs, taking into account any increases due to inflation.
5. Provide support beyond the core programme that encourages participants to take part in individual tailored home exercises at least once a week, which are evidence-based programmes such as the OTAGO model. The OTAGO model is an evidence-based set of leg muscle strengthening and balance retraining exercises designed specifically to prevent falls. Support beyond the core programme should also include physical activity resources to enable participants to work towards meeting the CMO physical activity guidelines.
6. Provide a range of varied physical activity classes across Worcestershire in local community venues and open spaces (where appropriate) in each district and targeted at areas with the greatest level of need. As advised by Public Health and including national and local data and intelligence.
7. Provide tailored advice (face to face group sessions, online and on the telephone) that supports people to have positive relationships with food and healthy eating based on national guidance (NICE).
8. Use techniques that help people to make positive changes to their health such as goal setting and action planning.
9. Employ a comprehensive Customer Relationship Management (CRM) system to support effective case management, service monitoring, evaluation, and improvement.
10. Provide compassionate and flexible person-centred support proportionate to a participant's need and ability to self-care. The aim is to ensure that those who can self-care are equipped to do so and those who experience the biggest barriers to improving health and wellbeing receive and are signposted the additional support they need.
11. Coordinate talks on community safety (scam awareness, fraud prevention) and digital inclusion by appropriate professionals that are incorporated into sessions and activities, as well as delivered outside of the core programme where appropriate. Anyone should be able to access the community safety talks, regardless of whether they have participated in the exercise session or activity.
12. Support the groups to co-design their own initiatives and activities based on participant feedback.
13. Tailor programmes to support the needs of different groups. For example, programmes

should provide men- or women-only sessions as necessary; provide sessions at a range of times and in venues with good transport links or used by a particular community.

14. Signposting to other activities available in the local community which can support participants to meet the CMO physical activity guidelines and improve general wellbeing.
15. Adopt techniques that encourage new participants that may be apprehensive about joining a new group. This could include 'beginner's briefings' that explains what the session is, it's intensity and what will happen.
16. Develop opportunities for peer support (buddy systems) and volunteering which will capitalise on the skills and capabilities of participants and create a welcoming environment.
17. Offer 1-1 and group-based stop smoking behavioural support. This will be provided via telephone and online. Face to face group-based clinics will be offered where appropriate in Public Health priority neighbourhood areas. Advisors are required to be trained according to the NCSCT (2018) Training Standard for Stop Smoking Practitioners).
18. Provide support to Worcestershire workplaces where a need is identified. This may include healthy lifestyle and nutrition programmes and stop smoking support (virtual, telephone or face to face).

Worcestershire County Council would like to invite interested organisations to provide feedback on the proposed service via an MS Forms survey

<https://forms.office.com/e/TSvipxCZiz>

Your views and feedback will not be used for any part of the tender process and will only be used for the development of the service.

If you are not already registered with in-tend, you will need to register your organisation to view and apply for any opportunities in Worcestershire. To complete your registration go to <https://www.in-tendhost.co.uk/worcestershire/aspx/Home>

Participation

Particular suitability

- Small and medium-sized enterprises (SME)

- Voluntary, community and social enterprises (VCSE)

Submission

Publication date of tender notice (estimated)

1 June 2026

Procedure

Special regime

Light touch

Contracting authority

Worcestershire County Council

- Public Procurement Organisation Number: PRPQ-4584-WLPQ

Wildwood, Wildwood Drive

Worcester

WR5 2QT

United Kingdom

Contact name: Kerstin Byfield

Email: procurement@worcestershire.gov.uk

Website: <https://www.worcestershire.gov.uk/>

Region: UKG12 - Worcestershire

Organisation type: Public authority - sub-central government