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Tender

## Fit for Life - Men's Health Programme

Worcestershire County Council

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-006680

Procurement identifier (OCID): ocds-h6vhtk-05f3d5 ([view related notices](#))

Published 26 January 2026, 1:45pm

## Scope

## Reference

HEA25229

## Description

In Worcestershire, supporting adults to have a healthy lifestyle remains a public health Priority. Around 67% of adults in Worcestershire are classified as overweight or obese. Despite men being more likely than women to be overweight nationally (69.7% compared to 59.2%), uptake of local weight management programmes among men is disproportionately low, estimated at just 12% of participants. This highlights a significant gap in engagement and accessibility, as men often face cultural, social, and practical barriers to joining traditional programmes. The consequences are serious: excess weight substantially increases the risk of long-term conditions such as type 2 diabetes, cardiovascular disease, and certain cancers, underscoring the urgent need for more tailored, male-focused interventions to address these inequalities.

By embedding weight management within a sports setting, programmes overcome cultural and psychological barriers, making them more appealing and sustainable for men compared to clinical or classroom-style interventions.

Fit for Life will:

- Promote and support weight loss, or prevent further excess weight gain, primarily among individuals living with overweight or obesity
- Support achievement of the CMO's physical activity recommendations and a reduction in sedentary behaviour.
- Support service users to develop healthier eating habits and learn about healthy balanced meals.
- Provide a flexible, user led programme that is individualised, culturally competent and inclusive.
- Support service users to adopt and maintain healthy lifestyle and behavioural changes, including improved diet and increased physical activity to achieve sustainable weight loss.
- Help service users develop strategies and self-regulatory skills to overcome challenges, achieve their weight related goals and maintain a healthier body weight over the long term.

### **Total value (estimated)**

- £270,000 excluding VAT
- £324,000 including VAT

Below the relevant threshold

### **Contract dates (estimated)**

- 1 April 2026 to 31 March 2028
- Possible extension to 31 March 2030
- 4 years

Description of possible extension:

There is an option to extend by up to two years on a 1+1 basis, this is dependent on provider performance, availability of funding and the contracting authority's priorities.

## **Main procurement category**

Services

## **CPV classifications**

- 85100000 - Health services
- 85323000 - Community health services

## **Contract locations**

- UKG12 - Worcestershire

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## **Participation**

### **Particular suitability**

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

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## **Submission**

## Enquiry deadline

9 February 2026, 12:00pm

## Tender submission deadline

13 February 2026, 4:00pm

## Submission address and any special instructions

Please visit <https://www.in-tendhost.co.uk/worcestershire.aspx/Home> to access this opportunity. You will need to register on In-Tend in order to apply for this opportunity.

## Tenders may be submitted electronically

Yes

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## Award criteria

Name	Type	Weighting
Quality	Quality	60%
Price	Price	30%
Social Value	Quality	10%

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## Procedure

### Procedure type

Below threshold - open competition

## Special regime

Light touch

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## Documents

### Associated tender documents

<https://www.in-tendhost.co.uk/worcestershire.aspx/Home>

The procurement is being conducted in a single stage; conditions of participation, price and quality - see tender guidance for further details.

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## Contracting authority

### Worcestershire County Council

- Public Procurement Organisation Number: PRPQ-4584-WLPQ

County Hall, Spetchley Road

Worcester

WR5 2NP

United Kingdom

Contact name: Kerstin Byfield

Email: [procurement@worcestershire.gov.uk](mailto:procurement@worcestershire.gov.uk)

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

Region: UKG12 - Worcestershire

Organisation type: Public authority - sub-central government