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Planning

Virtual and In-Person Fitness Classes Request for Information 662-NYC-CD

The North Yorkshire Council

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

Notice identifier: 2026/S 000-011041

Procurement identifier (OCID): ocds-h6vhtk-064a50

Published 6 February 2026, 3:00pm

Scope

Reference

100106806

Description

North Yorkshire Council (the Authority) is requesting information from suppliers to help determine the scope and feasibility of its requirement, to understand the range of potential solutions available in the market, and to assist with drafting a potential future tender specification for Virtual and In-Person Fitness Classes. The Authority intends to gather this information through written responses to this RFI. The Authority is also considering holding discovery days, and further information is provided within the document.

Total value (estimated)

- £360,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 August 2026 to 31 July 2027
- Possible extension to 31 July 2029
- 3 years

Main procurement category

Services

CPV classifications

- 92600000 - Sporting services

Contract locations

- UKE2 - North Yorkshire

Engagement

Engagement deadline

20 February 2026

Engagement process description

North Yorkshire Council (NYC) seeks to understand the market capability for delivering group exercise solutions that support Active North Yorkshire's leisure and wellbeing services across 14 leisure and wellbeing hubs. The requirement covers North Yorkshire and aims to provide inclusive, accessible fitness opportunities for residents. Site-based group exercise provision will include licensing, training, and content support for in-house instructors to deliver classes at designated leisure locations. The Authority currently operates approximately 700 fitness classes per week, supplemented by virtual classes during off-peak times. Virtual provision will include: - Studio-based virtual classes delivered onsite within leisure hubs (these do not need to be live). - On-demand fitness content, including classes and workouts for individuals to access remotely at home via digital platforms as part of an integrated virtual membership. Solutions should integrate seamlessly with existing leisure operations to ensure a consistent customer experience. Ideally, solutions should provide links into the Authority's existing LMS to ensure a seamless customer journey for membership sign-up. Technical requirements include platform-agnostic access via common devices, high-quality streaming and content delivery with minimal latency, compliance with data protection and accessibility standards, and options for performance monitoring and reporting (e.g., usage analytics, engagement metrics). Geographical coverage must span the entire North Yorkshire region, including provision for remote access to mitigate rural isolation. Suppliers should outline capacity for peak usage and contingency measures. https://uk.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=101571&TID=100106806&B=

Participation

Particular suitability

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

Submission

Publication date of tender notice (estimated)

1 May 2026

Contracting authority

The North Yorkshire Council

- Public Procurement Organisation Number: PNXY-8263-XCNL

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Region: UKE22 - North Yorkshire CC

Organisation type: Public authority - sub-central government