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Planning

## **Market Engagement Event For DHSC Health Incentive Pilot Tender**

Department of Health and Social Care

F01: Prior information notice

Prior information only

Notice identifier: 2021/S 000-016174

Procurement identifier (OCID): ocds-h6vhtk-02c6a0

Published 12 July 2021, 9:48am

### **Section I: Contracting authority**

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

Department of Health and Social Care

39 Victoria Street

London

SW1H 0EU

#### **Contact**

Alexander Ludlam

#### **Email**

[Alexander.ludlam@dhsc.gov.uk](mailto:Alexander.ludlam@dhsc.gov.uk)

#### **Country**

United Kingdom

**NUTS code**

UKI32 - Westminster

**Internet address(es)**

Main address

<https://www.gov.uk/government/organisations/department-of-health-and-social-care>

Buyer's address

<https://www.gov.uk/government/organisations/department-of-health-and-social-care>

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<http://health.atamis.co.uk>

**I.4) Type of the contracting authority**

Ministry or any other national or federal authority

**I.5) Main activity**

Health

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Market Engagement Event For DHSC Health Incentive Pilot Tender

Reference number

C38910

#### **II.1.2) Main CPV code**

- 73300000 - Design and execution of research and development

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The Department of Health and Social Care (DHSC) announced an ambitious £100m package of measures to improve the health of the nation by empowering people to make healthier choices and to support those living with obesity to move towards and maintain a healthier weight. As part of this funding, and given the health policy context set out above, we are looking to develop and test an incentives-based approach to positive health behaviour change. Our ambition is that this would support healthier lives and Government's ambitious commitment to tackle obesity and obesity-related illnesses, reducing pressure on the NS as we emerge from the pandemic and enabling us to 'build back' better as a more resilient, healthier, fair society. We are looking to pilot a digital incentive scheme to evidence and help understand, in practice, what works and what does not in the adult population (18+) in England. We expect the supplier to gather user data on behaviour change as a core part of the pilot.

#### **II.1.5) Estimated total value**

Value excluding VAT: £2,000,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

Utilising open tendering procedure

### **II.3) Estimated date of publication of contract notice**

7 July 2021

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section VI. Complementary information**

### **VI.3) Additional information**

This market engagement day supports the official launch of the tendering exercise for the Health Incentives Pilot which launched at 12pm on Wednesday 7 July (<https://www.find-tender.service.gov.uk/Notice/015670-2021>) The event will provide an overview of the service requirements, timeframes for the tender, and an opportunity for any interested parties to join up as part of a partnership. The engagement event will be held on Wednesday 14 July from 11:00 – 13:00. To register your attendance, please email [healthincentives@dhsc.gov.uk](mailto:healthincentives@dhsc.gov.uk) with contact details for all attendees. Dial-in details will be sent out in due course.