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Planning

DHSC Physical Activity Apps Strategic Partnership Opportunity

Department of Health & Social Care

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

Notice identifier: 2025/S 000-061249

Procurement identifier (OCID): ocds-h6vhtk-05a5b7

Published 1 October 2025, 11:55am

Scope

Description

DHSC is launching this market engagement is to find one or more media partners who can work seamlessly with the Department to help the most inactive people, who would benefit most from moving more, to introduce more physical activity into their everyday routines. We are striving to get people to build movement back into their lives, and move more regularly, so that they establish habits which can help lead to healthier, happier, lives. The focus of any future collaboration will be centred around our popular digital support tools, the NHS Couch to 5k running programme app and the NHS Active 10 walking tracker app.

Total value (estimated)

- £0 excluding VAT
- £0 including VAT

Contract dates (estimated)

- 26 September 2025 to 27 October 2025
- 1 month, 2 days

Main procurement category

Services

CPV classifications

- 79341000 - Advertising services
- 92000000 - Recreational, cultural and sporting services

Engagement

Engagement deadline

27 October 2025

Engagement process description

The purpose of this market engagement is to find one or more media partners who can work seamlessly with DHSC to help the most inactive people, who would benefit most from moving more, to introduce more physical activity into their everyday routines. The focus of any future collaboration will include, but is not limited to, media content centred around our proprietary applications (apps), the NHS Couch to 5k running programme app and the NHS Active 10 walking tracker app.

This is not a public procurement or sponsorship opportunity. DHSC is specifically looking

to collaborate on a “contribution in kind” basis and is keen to hear from interested parties who can help us to:

1. motivate and support the most inactive people in our society to build some physical activity into their daily routines
2. develop NHS Couch to 5k and/or NHS Active 10 user experience to keep the app(s) engaging millions of people every year
3. drive large volumes of new users to the app(s)

How to Participate

Interested organisations are invited to complete the Collaboration Questionnaire linked here: <https://forms.office.com/e/S1Zy5hy8h3>

Further guidance on how to complete the questionnaire and how the responses will be evaluated can be downloaded from the link here:

<https://atamis-1928.my.salesforce.com/sfc/p/0O000000rwim/a/Sr000001DCcH/nCuZVRO3.ZAPAsI5pT0Va1XFa5.AFIQi1FfTD73AEdY>

The deadline for submission is 9:00am on Monday 27th October 2025.

If you have questions to raise about this potential opportunity please contact partnerships@dhsc.gov.uk, referencing “Physical Activity Apps Strategic Partnerships” in the subject line.

Contracting authority

Department of Health & Social Care

- Public Procurement Organisation Number: PMQG-9965-CHZR

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London

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United Kingdom

Email: partnerships@dhsc.gov.uk

Website:

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

Region: UKI32 - Westminster

Organisation type: Public authority - central government