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Planning

Norfolk Obesity Pathway Innovation Programme - Norfolk and Waveney ICB Soft Market Engagement

NHS Norfolk & Waveney Integrated Care Board

F01: Prior information notice

Prior information only

Notice identifier: 2025/S 000-062642

Procurement identifier (OCID): ocids-h6vhtk-05a906

Published 6 October 2025, 4:55pm

Section I: Contracting authority

I.1) Name and addresses

NHS Norfolk & Waveney Integrated Care Board

County Hall, Martineau Ln

Norwich

NR1 2DH

Email

david.bailey1@nhs.net

Country

United Kingdom

Region code

UKH15 - Norwich and East Norfolk

Internet address(es)

Main address

<https://www.improvinglivesnw.org.uk/about-us/our-nhs-integrated-care-board-icb/icb-contact/>

Buyer's address

<https://www.improvinglivesnw.org.uk/about-us/our-nhs-integrated-care-board-icb/icb-contact/>

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

<https://health-family.force.com/s/Welcome>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Health

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Norfolk Obesity Pathway Innovation Programme - Norfolk and Waveney ICB Soft Market Engagement

II.1.2) Main CPV code

- 85100000 - Health services

II.1.3) Type of contract

Services

II.1.4) Short description

Norfolk and Waveney ICB is preparing a bid for the national Obesity Pathway Innovation Programme (OPIP). We are seeking input from potential partners, providers, and innovators to help us shape a truly impactful and sustainable approach to obesity care in our region.

Our aim is to gather innovative ideas and practical solutions that will inform our application for one or both of the OPIP funding strands:

- Strand 1: Access and management for weight management services
- Strand 2: New or enhanced care pathways, including community and specialist support

We are particularly interested in approaches that:

- Deliver holistic, person-centred care
- Embed community engagement and co-design
- Demonstrate innovation (digital or non-digital)
- Enable integration across NHS and partner systems
- Improve accessibility and equity for all population groups, particularly for underserved groups, complex or housebound patients
- Expand capacity in primary and community care
- Promote prevention and sustainability (e.g. with offers for post-intervention maintenance, family-based support, specialist pathways for maternity)

Please describe any innovative ideas, models, or approaches your organisation could offer to help Norfolk and Waveney deliver holistic, accessible, and integrated obesity care as part of our OPIP application. It would be helpful to understand indicative mobilisation timelines for proposed models or services, as well as estimated costings including set up and delivery. Please feel free to include examples from your experience that have shown potential benefits and/or return of investment, or any new concepts you believe could make a real difference.

Please note that this soft market engagement is to support a bid for the national Obesity Pathway Innovation Funding only. Should the ICB funding bid be successful, the ICB will undertake further market engagement to refine the model and then undertake an appropriate procurement process to give the market the opportunity to submit offers to deliver the service/contract(s)"

II.1.5) Estimated total value

Value excluding VAT: £1

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 85323000 - Community health services

II.2.3) Place of performance

NUTS codes

- UKH1 - East Anglia

Main site or place of performance

Norfolk and Waveney

II.2.4) Description of the procurement

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The Contracting Authority will be using an eTendering system for this soft market engagement exercise. Further information and the expression of interest documentation can be found via the 'Live Opportunities' list on the e-procurement system at the following link: <https://health-family-contract-search.secure.force.com/?searchtype=Projects>. You can search for the opportunity by entering the following contract ref C393248. Please respond using no more than 3 pages of A4, no later than Friday 17th October 2025.

II.2.14) Additional information

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II.3) Estimated date of publication of contract notice

1 January 2026

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: No