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Contract

NHS Digital Weight Management Programme

NHS England

F03: Contract award notice

Notice identifier: 2025/S 000-079501

Procurement identifier (OCID): ocds-h6vhtk-054483

Published 3 December 2025, 4:59pm

Section I: Contracting authority

I.1) Name and addresses

NHS England

7&8 Wellington Place

Leeds

LS1 4AP

Contact

Leigh Parker

Email

leigh.parker1@nhs.net

Country

United Kingdom

Region code

UKE - Yorkshire and the Humber

Internet address(es)

Main address

<https://www.england.nhs.uk//>

Buyer's address

<https://www.england.nhs.uk//>

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

NHS Digital Weight Management Programme

Reference number

C370612

II.1.2) Main CPV code

- 85100000 - Health services

II.1.3) Type of contract

Services

II.1.4) Short description

NHS England re-procured the NHS Digital Weight Management Programme utilising the Provider Selection Regime, through a competitive process.

The NHS Digital Weight Management Programme is a NHSE commissioned programme, offered on a national footprint to patients who meet the eligibility criteria (BMI 30+ with identified comorbidities hypertension & diabetes). The Programme runs as an adjunct to locally commissioned weight management services and as a nationally available tailored offer within the obesity weight management pathway.

The procurement included the following 3 Lots:

Lot 1. Providing access to a self-directed digital weight management programme.

Lot 2. Providing access to a digital weight management programme with access to 50 minutes of individual coaching per Service User.

Lot 3. Providing access to a digital weight management programme with access to 100 minutes of individual coaching per Service User, specific tailoring of the service for identified groups experiencing health inequalities and do not routinely engage with weight management programmes.

The NHS Digital Weight Management Programme will deliver a behavioural lifestyle intervention to service users living with obesity over a 12-week (84 days) period. The service will be expected to deliver specific key elements, which will include:

- ? Dietary/nutritional advice and content consistent Government Dietary requirements [England] published guidelines.
- ? Physical activity advice and content in line with Chief Medical Officer [England]} Physical Activity Guidelines.
- ? Programme delivered by a recognised behaviour change methodology to support weight management and adoption of a healthy lifestyle.
- ? Reporting on Service User (patients) progress to include:
 - weight recordings
 - engagement with weight management content
 - physical activity engagement
 - coaching engagement *

*Where applicable for Lot 2 & 3.

The anticipated value across the 3 Lots is £21,100,000, with a maximum of 9 awarded contracts. The initial term will be 27 months with the potential 12 + 12 month extension. The maximum term of 51 months in total with a maximum value of £42,000,000.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £42,000,000

II.2) Description

II.2.1) Title

Lot 1 - Digital Content only

Lot No

1

II.2.2) Additional CPV code(s)

- 85100000 - Health services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The NHS Digital Weight Management Programme is the first nationally available NHS England commissioned service supporting adults living with obesity to manage their weight. The Programme provides weight management services in primary care for adults living with obesity.

It is exclusively delivered via digital means to enable Service Users to access at a time which is convenient. The on-demand nature of the Programme has enabled Service Users to access content at a time and place convenient to them, and revisit topics to refresh their knowledge. The programme is generating an evidence base for remote weight management services which are more likely to be accessed by younger (working age) people whilst maintaining comparable results to face-to-face weight management services.

The programme has been designed to offer service users a personalised level of intervention to support them manage their weight, improve quality of life and improve longer term health outcomes. It works alongside and does not replace existing weight management services funded by local authorities.

With three levels of support and a choice of providers, it is designed to offer service users a personalised level of support to help them manage their weight and improve longer term health outcomes.

This Lot is for Access to digital content only. Intended for motivated individuals who are more likely to complete weight management services .

The anticipated value across Lot 1 is £8,500,000, with 3 contracts awarded. The initial term will be 27 months with the potential 12 + 12 month extension. The maximum term of 51 months in total with a maximum value of £17,000,000.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 50

Quality criterion - Name: Social Value & Sustainability / Weighting: 10

Price - Weighting: 40

II.2.11) Information about options

Options: Yes

Description of options

Optional extensions to the contract term of 12+12 months.

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2.14) Additional information

This is a competitive process under PSR - This is a notice of intention to award. Contract award will be notified as a corrigendum after the standstill period which ends at midnight on the 8th working day following publication of this notice.

II.2) Description

II.2.1) Title

Lot 2 - Digital Content with 50 minutes of human coaching per service user

Lot No

2

II.2.2) Additional CPV code(s)

- 85100000 - Health services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The NHS Digital Weight Management Programme is the first nationally available NHS England commissioned service supporting adults living with obesity to manage their weight. The Programme provides weight management services in primary care for adults living with obesity.

It is exclusively delivered via digital means to enable Service Users to access at a time which is convenient. The on-demand nature of the Programme has enabled Service Users to access content at a time and place convenient to them, and revisit topics to refresh their knowledge. The programme is generating an evidence base for remote weight management services which are more likely to be accessed by younger (working

age) people whilst maintaining comparable results to face-to-face weight management services.

The programme has been designed to offer service users a personalised level of intervention to support them manage their weight, improve quality of life and improve longer term health outcomes. It works alongside and does not replace existing weight management services funded by local authorities.

With three levels of support and a choice of providers, it is designed to offer service users a personalised level of support to help them manage their weight and improve longer term health outcomes.

This Lot is for access to digital content, plus access to a minimum of 50 minutes of human coaching. Intended for participants with demographic factors indicating that they are less likely to successfully complete a weight management programme of this nature and who may benefit from additional human coaching to support them to complete the Programme

The anticipated value across Lot 2 is £6,100,000, with 3 contracts awarded. The initial term will be 27 months with the potential 12 + 12 month extension. The maximum term of 51 months in total with a maximum value of £12,000,000

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 50

Quality criterion - Name: Social Value & Sustainability / Weighting: 10

Price - Weighting: 40

II.2.11) Information about options

Options: Yes

Description of options

Optional extensions to the contract term of 12+12 months.

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2.14) Additional information

This is a competitive process under PSR - This is a notice of intention to award. Contract award will be notified as a corrigendum after the standstill period which ends at midnight on the 8th working day following publication of this notice.

II.2) Description

II.2.1) Title

Lot 3 - Digital Content with 100 minutes of human coaching per service user

Lot No

3

II.2.2) Additional CPV code(s)

- 85100000 - Health services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The NHS Digital Weight Management Programme is the first nationally available NHS England commissioned service supporting adults living with obesity to manage their weight. The Programme provides weight management services in primary care for adults living with obesity.

It is exclusively delivered via digital means to enable Service Users to access at a time which is convenient. The on-demand nature of the Programme has enabled Service Users to access content at a time and place convenient to them, and revisit topics to refresh their knowledge. The programme is generating an evidence base for remote weight management services which are more likely to be accessed by younger (working age) people whilst maintaining comparable results to face-to-face weight management services.

The programme has been designed to offer service users a personalised level of intervention to support them manage their weight, improve quality of life and improve longer term health outcomes. It works alongside and does not replace existing weight management services funded by local authorities.

With three levels of support and a choice of providers, it is designed to offer service users a personalised level of support to help them manage their weight and improve longer term

health outcomes.

Lot 3- Access to digital content, plus access to a minimum of 100 minutes of human coaching, and additional features such as supported on-boarding intended for those who are less likely to successfully complete a weight management programme of this nature. This intervention level offers a more personalised and supported journey with intensive human support and enables individual tailoring for groups experiencing health inequalities.

The anticipated value across Lot 3 is £6,500,000, with 3 contracts awarded. The initial term will be 27 months with the potential 12 + 12 month extension. The maximum term of 51 months in total with a maximum value of £13,000,000.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 50

Quality criterion - Name: Social Value & Sustainability / Weighting: 10

Price - Weighting: 40

II.2.11) Information about options

Options: Yes

Description of options

Optional extensions to the contract term of 12+12 months.

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2.14) Additional information

This is a competitive process under PSR - This is a notice of intention to award. Contract award will be notified as a corrigendum after the standstill period which ends at midnight on the 8th working day following publication of this notice.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2025/S 000-046509](#)

Section V. Award of contract

Lot No

1

Title

NHS Digital Weight Management Programme

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 December 2025

V.2.2) Information about tenders

Number of tenders received: 15

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

DDM Health Ltd

Coventry

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £17,000,000

Lowest offer: £0.01 / Highest offer: £17,000,000 taken into consideration

Section V. Award of contract

Lot No

1

Title

NHS Digital Weight Management Programme

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 December 2025

V.2.2) Information about tenders

Number of tenders received: 15

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Second Nature

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £17,000,000

Lowest offer: £0.01 / Highest offer: £17,000,000 taken into consideration

Section V. Award of contract

Lot No

1

Title

NHS Digital Weight Management Programme

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 December 2025

V.2.2) Information about tenders

Number of tenders received: 15

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Pulse Healthcare Ltd (Acacium Group)

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £17,000,000

Lowest offer: £0.01 / Highest offer: £17,000,000 taken into consideration

Section V. Award of contract

Lot No

2

Title

NHS Digital Weight Management Programme

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 December 2025

V.2.2) Information about tenders

Number of tenders received: 16

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

DDM Health Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £12,000,000

Lowest offer: £0.01 / Highest offer: £12,000,000 taken into consideration

Section V. Award of contract

Lot No

2

Title

NHS Digital Weight Management Programme

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 December 2025

V.2.2) Information about tenders

Number of tenders received: 16

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Second Nature

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £12,000,000

Lowest offer: £0.01 / Highest offer: £12,000,000 taken into consideration

Section V. Award of contract

Lot No

2

Title

NHS Digital Weight Management Programme

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 December 2025

V.2.2) Information about tenders

Number of tenders received: 16

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Pulse Healthcare Ltd (Acacium Group)

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £12,000,000

Lowest offer: £0.01 / Highest offer: £12,000,000 taken into consideration

Section V. Award of contract

Lot No

3

Title

NHS Digital Weight Management Programme

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 December 2025

V.2.2) Information about tenders

Number of tenders received: 15

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

DDM Health Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £13,000,000

Lowest offer: £0.01 / Highest offer: £13,000,000 taken into consideration

Section V. Award of contract

Lot No

3

Title

NHS Digital Weight Management Programme

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 December 2025

V.2.2) Information about tenders

Number of tenders received: 15

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Second Nature

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £13,000,000

Lowest offer: £0.01 / Highest offer: £13,000,000 taken into consideration

Section V. Award of contract

Lot No

3

Title

NHS Digital Weight Management Programme

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 December 2025

V.2.2) Information about tenders

Number of tenders received: 15

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Pulse Healthcare Ltd (Acacium Group)

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £13,000,000

Lowest offer: £0.01 / Highest offer: £13,000,000 taken into consideration

Section VI. Complementary information

VI.3) Additional information

This is a competitive process under PSR - This is a notice of intention to award. Contract award will be notified as a corrigendum after the standstill period which ends at midnight on the 8th working day following publication of this notice.

VI.4) Procedures for review

VI.4.1) Review body

The High Court

The Strand

London

WC2A 2LL

Country

United Kingdom