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Planning

## **Fit For Life - Men's Health Programme**

Worcestershire County Council

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

Notice identifier: 2025/S 000-081989

Procurement identifier (OCID): ocids-h6vhtk-05f3d5

Published 11 December 2025, 1:31pm

### **Scope**

### **Reference**

HEA25229

### **Description**

\*This notice is for market awareness, engagement and request for information only\*

In Worcestershire, supporting adults to have a healthy remains a public health Priority. Around 67% of adults in Worcestershire are classified as overweight or obese. Despite men being more likely than women to be overweight nationally (69.7% compared to 59.2%), uptake of local weight management programmes among men is disproportionately low, estimated at just 12% of participants. This highlights a significant gap in engagement and accessibility, as men often face cultural, social, and practical barriers to joining traditional programmes. The consequences are serious: excess weight substantially increases the risk of long-term conditions such as type 2 diabetes, cardiovascular disease, and certain cancers, underscoring the urgent need for more tailored, male-focused interventions to address these inequalities.

By embedding weight management within a sports setting, programmes overcome cultural and psychological barriers, making them more appealing and sustainable for men compared to conventional clinical or classroom-style interventions.

It is planned that the Fit for Life provision will:

- Deliver a structured health and wellbeing programme for adults with a BMI  $\geq 27.5$ .
- Focus on increasing male participation in weight management services.
- Provide integrated support across physical activity, nutrition, and mental health.
- Operate across multiple Worcestershire locations to maximise accessibility.
- Offer both in-person and online support to ensure inclusivity.

Worcestershire County Council would like to invite interested organisations to provide feedback on the proposed service via an MS Forms survey

<https://forms.office.com/e/yMJy1MPEgv>

Your views and feedback will not be used for any part of the tender process and will only be used for the development of the service.

If you are not already registered with in-tend, you will need to register your organisation to view and apply for any opportunities in Worcestershire. To complete your registration go to <https://www.in-tendhost.co.uk/worcestershire.aspx/Home>

### **Total value (estimated)**

- £270,000 excluding VAT
- £324,000 including VAT

Below the relevant threshold

### **Contract dates (estimated)**

- 1 April 2026 to 31 March 2028

- Possible extension to 31 March 2030
- 4 years

## **Main procurement category**

Services

## **CPV classifications**

- 85100000 - Health services
- 85323000 - Community health services

## **Contract locations**

- UKG12 - Worcestershire

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## **Engagement**

### **Engagement deadline**

7 January 2026

### **Engagement process description**

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## **Participation**

### **Particular suitability**

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

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## **Submission**

### **Publication date of tender notice (estimated)**

26 January 2026

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## **Procedure**

### **Special regime**

Light touch

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## **Contracting authority**

## **Worcestershire County Council**

- Public Procurement Organisation Number: PRPQ-4584-WLPQ

County Hall, Spetchley Road

Worcester

WR5 2NP

United Kingdom

Contact name: Kerstin Byfield

Email: [procurement@worcestershire.gov.uk](mailto:procurement@worcestershire.gov.uk)

Website: <https://www.worcestershire.gov.uk>

Region: UKG12 - Worcestershire

Organisation type: Public authority - sub-central government