

North Yorkshire Council

Community Development Executive Members

20 April 2026

Active North Yorkshire Online Health Procurement

Report of the Assistant Director – Culture and Leisure

1.0 PURPOSE OF REPORT

- 1.1 Seek approval to procure a provider to deliver Active North Yorkshires (ANY) online health membership.

2.0 SUMMARY

- 2.1 This report sets out proposals relating to the procurement of Active North Yorkshires (ANY) online health membership including recommendations.

3.0 BACKGROUND

- 3.1 The proposals for the new pricing strategy for ANY were approved by the Council's Executive on 03 February 2026. This strategy aims to provide clear, consistent membership and pricing across ANY facilities.
- 3.2 The new membership and pricing is due to be launched from the end of August in line with the implementation of the new Leisure Management System (LMS).
- 3.3 The proposals include an option for an enhanced digital offer that enables members to access health and wellbeing services, alongside remote access to classes. This would be available as a stand-alone membership or as a separate "bolt on" to other membership types.

4.0 ISSUES AND OPTIONS

- 4.1 To strengthen Active North Yorkshire's position as a Health and Wellbeing Service, the service is developing a new digital offer that enables users to access services remotely. This approach will provide an accessible and cost-effective way to exercise and receive specialist health and wellbeing support.
- 4.2 This procurement will enable communities, particularly those in rural areas who may not be able to access ANY hubs, to have improved and affordable access to health and wellbeing services. The procurement will focus on providing:
- Private GP appointments for members and their households
 - Remote physiotherapy sessions
 - Access to qualified dieticians
 - 24/7 mental health support
 - On-demand workouts and classes

- 4.3 The procurement will cover the supply of these remote services and ensure integration with Active North Yorkshire's Leisure Management System, giving customers seamless and enhanced access to health and wellbeing services.
- 4.4 The online health service will deliver secure, clinically appropriate and accessible virtual health services at scale – fully integrated with the membership eco system – and underpinned by robust clinical governance, quality assurance frameworks and continuous improvement processes.

5.0 CONSULTATION UNDERTAKEN AND RESPONSES

- 5.1 A Request for Information (RFI) exercise has been completed to assess market options and supplier capabilities. Internal consultation has taken place with Public Health.
- 5.2 Active North Yorkshire customers were engaged through a user survey. Survey feedback showed clear interest in online health options, with between 39 and 47% of respondents rating online physio assessments, GP access and dietitian guidance as slightly or moderately important. A further 11 to 16% rated the services as very important, depending on the option. This demonstrated a consistent customer group that would welcome additional digital wellbeing support, which supports offering these services as an optional bolt on membership.

6.0 CONTRIBUTION TO COUNCIL PRIORITIES

- 6.1 The provision of inclusive and accessible active wellbeing offers and affordable pricing contributes to the Council's ambitions to support thriving places and ensure people are safe, healthy and living well.

7.0 ALTERNATIVE OPTIONS CONSIDERED

- 7.1 The pricing review considered a range of options for pricing and the preferred options were agreed by the Council's Executive on 3 February 2026. In relation to this aspect specifically, the alternative would be not to offer this service, but this would reduce the level of choice available to customers and would reduce the potential for additional income generation.

8.0 IMPACT ON OTHER SERVICES/ORGANISATIONS

- 8.1 No impact on other organisations. The implementation of the proposal will require staffing resources from procurement, legal and ICT.

9.0 FINANCIAL IMPLICATIONS

- 9.1 As this membership can be accessed as either a standalone remote offer or optional bolt on, only customers who would like these additional benefits would be required to purchase the membership. There is expected to be a financial benefit to the Council of providing this service with a profit element built into the pricing structure. Forecasted revenue will depend entirely on the number of users who sign up to the bolt-on only / standalone membership. There is a net gain per person, per month, the monthly revenue increases with the number of sign-ups with no limit or fixed costs.

10.0 LEGAL IMPLICATIONS

- 10.1 The procurement will be conducted in accordance with the Health Care Services (Provider Selection Regime) Regulations 2023 and the Council's Procurement and Contract Procedure Rules. Legal Services will draft the contract to include appropriate terms and conditions.

11.0 EQUALITIES IMPLICATIONS

- 11.1 An EIA has been completed, see Appendix A. The new online health membership will provide improved access to health and wellbeing services in a more accessible and affordable way. As a result, the new membership is expected to have a positive effect on some user groups, including those living in rural areas.

12.0 CLIMATE CHANGE IMPLICATIONS

- 12.1 A climate change impact assessment (CCIA) screening form has been completed, see Appendix B. After consulting with the climate change team, it was advised a full CCIA would not be required.

13.0 PERFORMANCE IMPLICATIONS

- 13.1 Performance metrics will be established with the supplier to ensure a high-quality offer has been procured. These metrics will be developed as part of the procurement process and will be built into ongoing contract management.

14.0 RISK MANAGEMENT IMPLICATIONS

- 14.1 A risk register has been completed as part of the PRS Governance process and can be viewed in the confidential 'PSR Governance Process - 661-NYC-CD Online Health' background document.

15.0 ICT IMPLICATIONS

- 15.1 ICT will be required to support the configuration of the membership within Active North Yorkshire's Leisure Management System (LMS) and the resource required for this has been built into the work programme. ANY are currently transitioning all legacy operators onto a new LMS, scheduled to go live from 26 August, in line with the new memberships and pricing structure.

16.0 REASONS FOR RECOMMENDATIONS

- 16.1 To enable the procurement of a virtual online health membership, as agreed as part of the wider ANY membership and the wider pricing review.

17.0 RECOMMENDATION

- 17.1 For the Corporate Director of Community Development, in consultation with the Executive Member for Culture, Arts and Housing to approve the procurement of a contract for the provision of a virtual online health service to complement the Active North Yorkshire membership model.

APPENDICES:

Appendix A – Equalities Impact Assessment

Appendix B – Climate Change Impact Assessment – initial screening form

BACKGROUND DOCUMENTS:

[260203 - Report - ANY Membership - Pricing Review.pdf](#)

CONFIDENTIAL - PSR Governance Process - 661-NYC-CD Online Health

Jo Ireland
Assistant Director – Culture and Leisure
County Hall
Northallerton
07 April 2026

Report Author – Ben Walker, Commercial Development Manager (Active North Yorkshire)

Note: Members are invited to contact the author in advance of the meeting with any detailed queries or questions.

Equality impact assessment (EIA) form: evidencing paying due regard to protected characteristics

(Form updated October 2025)

Online Health & Virtual On-Demand Procurement

An Equality Impact Assessment (EIA) form is a document that proves paying due regard by considering protected characteristics. EIAs that accompany reports presented to Councillors for decision-making are published with the committee papers on our website and are also available in hard copy at the relevant meetings.

Section 1: Initial Equality Impact Assessment Screening

This section documents the equality screening process of actual or potential impacts of the proposed activity on a specific protected characteristic, along with NYC's additional agreed-upon characteristics, to determine whether a full Equality Impact Assessment (EIA) is necessary or appropriate.

| Basic Details | |
|---|---|
| Directorate | Community Development |
| Service area | Sports and Active Wellbeing |
| Proposal being screened | Online Health & Virtual On-Demand Procurement |
| Officer(s) carrying out screening | Ben Walker Thomas Stead |
| Lead Officer and contact details | Ben Walker |
| Date of the assessment | 24/03/2026 |
| Please describe briefly what this EIA is about. (e.g. are you starting a new service, changing how you do something, or stopping doing something?) | Active North Yorkshire (ANY) is seeking to procure a digital online health offer that complements the new hybrid membership model. |
| What does the authority hope to achieve by it? (E.g. to save money, meet increased demand, do things in a better way.) | The online health service will deliver secure, clinically appropriate and accessible virtual health services at scale – fully integrated with the membership eco system – and underpinned by robust clinical governance, quality assurance frameworks and continuous improvement processes. |
| Further Details | |
| 1.1 How have stakeholders been involved in this policy/ decision/ proposal? (e.g. a consultation exercise) | Various sign processes have taken place with the final Executive Board date taking place on the 3 rd Feb. Following this, an RFI was sent out to potential suppliers with feedback from Public Health, IT and the Active North Yorkshire Service. |
| 1.2 Will the proposal have a significant effect on how other organisations operate? (e.g. partners, funding criteria, etc.). Please explain briefly | We don't envisage any significant changes to other organisations however this may provide additional pathways for support that is not currently offered to Active North Yorkshire customers that other organisations can sign post to. |
| 1.3 Impact on people with any of the following protected characteristics as defined by the Equality Act 2010, or NYC's additional agreed characteristics | |
| As part of this assessment, please consider the following questions: | |
| <ul style="list-style-type: none"> To what extent is this service used by particular groups of people with protected characteristics? Does the proposal relate to functions that previous consultation has identified as important? Do different groups have different needs or experiences in the area the proposal relates to? | |

If for any characteristic, it is considered that there is likely to be an adverse impact or you have ticked 'Don't know/no info available', then a full EIA should be carried out where this is proportionate. You are advised to speak to your directorate representative for advice if you are in any doubt.

Tick and indicate which protected characteristics are identified as relevant to the proposal (positive, negative, neutral or don't know).

| Protected characteristic | Impact | | | | Comments |
|-------------------------------|----------|----------|---------|------------|----------|
| | Positive | Negative | Neutral | Don't know | |
| Age | | | x | | |
| Disability | x | | | | |
| Sex | | | x | | |
| Race (including GRTS) | | | x | | |
| Gender reassignment | | | x | | |
| Sexual orientation | | | x | | |
| Religion or belief | | | x | | |
| Pregnancy or maternity | | | x | | |
| Marriage or civil partnership | | | x | | |

NYC's additional characteristics

| | | | | | |
|--|---|--|---|--|--|
| People in rural areas | x | | | | Remote access to online health and exercise provision which is not currently offered |
| People on a low income | x | | | | Provides more affordable access to online health and exercise provision which is not currently offered |
| Carer (unpaid family or friend) | x | | | | A more flexible and remote offer would be available |
| Are from the Armed Forces Community (including veterans) | | | x | | |

1.4 To which Part(s) of the Public Sector Equality Duties is the Policy/decision/proposal relevant? Tick and briefly describe.

| General Duties | Yes | No | Details |
|---|-----|----|---------|
| Eliminate unlawful discrimination, harassment and victimisation | | x | |
| Advance equality of opportunity | | x | |
| Foster good relations between different groups | | x | |

1.5 Decision (Please tick one option)

| | | | | |
|---|-----|--|----|---|
| Decision to recommend this policy/ decision for an Equality Impact Assessment? | Yes | | No | x |
|---|-----|--|----|---|

If the answer is "Yes", or you indicate a negative impact on any of the characteristics mentioned in the table above, please continue to Section 2 and complete the full Equality Impact Assessment. If the answer is "No", please give a brief reason here.

The new online health membership will provide improved access to health and wellbeing services in a more accessible and affordable way. As a result, the new membership is expected to have a positive effect on some user groups, including those living in rural areas.

| | |
|--|------------|
| | |
| Signed (Assistant Director or equivalent) | Jo Ireland |
| Date | 27/03/26 |

Section 2: Equality Impact Assessment

This section aims to provide a full assessment of the actual or potential impacts on specific protected characteristics, along with NYC's additional characteristics. It will also identify the proper actions to mitigate these impacts, if needed.

2.1 Evidence, Consultation and Data: What data or evidence source(s) has/ have been used to inform this assessment? Select the relevant source (s):

- Demographic data
- Service usage data
- Consultation feedback
- National/local research and report
- Expert opinion
- Others

2.2 Stakeholder Engagement: What engagement has been done regarding the proposal and what are the results?

- Who has been consulted?
- How were they consulted?
- What feedback was received?

2.3 What positive impact will this proposal have on the council budget, people, community, economic growth and environment, etc? Please explain briefly

2.4 Please briefly describe how will this proposal affect people with protected characteristics? Only those who are identified as relevant to the proposal in section 1.

| protected characteristics | Negative | Don't know | Why will it have this effect? Provide evidence from engagement, consultation and/or service user data or demographic information, etc. |
|---------------------------|----------|------------|--|
| Age | | | |
| Disability | | | |
| Sex | | | |

| | | | |
|-------------------------------|--|--|--|
| | | | |
| Race (including GRTS) | | | |
| Gender reassignment | | | |
| Sexual orientation | | | |
| Religion or belief | | | |
| Pregnancy or maternity | | | |
| Marriage or civil partnership | | | |

NYC's additional characteristics

People in rural areas

People on a low income

Carer (unpaid family or friend)

Are from the Armed Forces Community (including veterans)

2.5 Geographic impact: Please detail where the impact will be (please tick all that apply)

North Yorkshire wide

Craven

Hambleton

Harrogate

Richmondshire

Ryedale

Scarborough

Selby

If you have ticked one or more areas, will specific town(s)/ village(s) be particularly impacted? If so, please specify below.

2.6 Will the proposal affect anyone more because of a combination of protected characteristics? (e.g. older women or young gay men) State what you think the effect may be and why, citing evidence from Q2.1 & Q2.2, e.g. engagement, consultation and/or service user data or demographic information, etc.

2.7 Mitigation and Actions: List the actions that will be taken to reduce or eliminate any negative impact identified above and how positive impacts will be enhanced. Briefly describe the action you defined.

| Actions | Lead | By when |
|---------|------|---------|
| | | |
| | | |
| | | |
| | | |
| | | |

2.8 Monitoring and Review: If the proposal is to be implemented, how will the impact be monitored? Briefly describe the monitoring arrangements/systems that will be put in place to find out how the expected outcomes have been achieved in practice.

2.9 Conclusion: Please summarise the findings of your EIA, including impacts, recommendations in relation to addressing impacts, including any legal advice, and next steps. This summary should be used as part of the report to the decision maker.

2.10 Sign off section

This full EIA was completed by:

Name:

Job title:

Directorate:

Signature:

Completion date:

Authorised by relevant Assistant Director (signature): Jo Ireland

Date: 10 April 2026

Once this has been signed off, please send it to webteam@northyorks.gov.uk for publication on the appropriate webpage.

Initial Climate Change Impact Assessment (Form created August 2021)

The intention of this document is to help the council to gain an initial understanding of the impact of a project or decision on the environment. This document should be completed in consultation with the supporting guidance. Dependent on this initial assessment you may need to go on to complete a full Climate Change Impact Assessment. The final document will be published as part of the decision-making process.

If you have any additional queries, which are not covered by the guidance please email climatechange@northyorks.gov.uk

| | |
|---|--|
| Title of proposal | Online Health & Virtual On-Demand Procurement |
| Brief description of proposal | <p>Active North Yorkshire (ANY) is seeking to procure a digital online health offer that complements the new hybrid membership model.</p> <p>The online health offer will sit alongside the leisure membership options as either:</p> <ul style="list-style-type: none"> • A standalone virtual membership; or • An add-on for existing live members. <p>The online health service will deliver secure, clinically appropriate and accessible virtual health services at scale – fully integrated with the membership eco system – and underpinned by robust clinical governance, quality assurance frameworks and continuous improvement processes.</p> <p>Data will be stored via the virtual online health offer.</p> |
| Directorate | Community Development |
| Service area | Sports & Active Wellbeing |
| Lead officer | Ben Walker |
| Names and roles of other people involved in carrying out the impact assessment | Ben Walker Thomas Stead |

the chart below contains the main environmental factors to consider in your initial assessment – choose the appropriate option from the drop-down list for each one.

Remember to think about the following;

- Travel
- Construction
- Data storage

APPENDIX B

- Use of buildings
- Change of land use
- Opportunities for recycling and reuse

| Environmental factor to consider | For the council | For the county | Overall |
|--|-------------------------------------|-------------------------------------|-------------------------------------|
| Greenhouse gas emissions | No effect on emissions | No Effect on emissions | No effect on emissions |
| Waste | No effect on waste | No effect on waste | No effect on waste |
| Water use | No effect on water usage | No effect on water usage | No effect on water usage |
| Pollution (air, land, water, noise, light) | No effect on pollution | No effect on pollution | No effect on pollution |
| Resilience to adverse weather/climate events (flooding, drought etc) | No effect on resilience | No effect on resilience | No effect on resilience |
| Ecological effects (biodiversity, loss of habitat etc) | No effect on ecology | No effect on ecology | No effect on ecology |
| Heritage and landscape | No effect on heritage and landscape | No effect on heritage and landscape | No effect on heritage and landscape |

If any of these factors are likely to result in a negative or positive environmental impact then a full climate change impact assessment will be required. It is important that we capture information about both positive and negative impacts to aid the council in calculating its carbon footprint and environmental impact.

| | | | | |
|--|--|-------------------------------------|------------------------|--------------------------|
| Decision (Please tick one option) | Full CCIA not relevant or proportionate: | <input checked="" type="checkbox"/> | Continue to full CCIA: | <input type="checkbox"/> |
| Reason for decision | This is a virtual membership that gives existing and new customers access to online health support for GP, nutrition, physio, Mental Health and workouts. As this is a virtual membership and supplements to the core membership package, we wont envisage any impact due to the remote nature of the offer. | | | |
| Signed (Assistant Director or equivalent) | Jo Ireland | | | |
| Date | 27/03/2026 | | | |