

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

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