**Invitation to Tender: Coventry Place Expansion Physical Activity and Health Integrator Provider**

- **Issued by:** Think Active (on behalf of the Coventry Physical Activity Partnership)
- **Contact for Queries and Submission:** hello@thinkactive.org by 23rd September 2026
- **Response Deadline:** 4th October 2026
- **Contract Length:** 24 months
- **Location:** Coventry
- **Contract Value:** Up to £110,000 for 1 Full Time Equivalent (FTE) Physical Activity and Health Integrator for 24 months. There will be an additional delivery budget of £25,000 held centrally by Think Active.
- **Reporting to:** Think Active

**About Think Active**

Think Active is the Active Partnership for Coventry, Solihull, and Warwickshire, championing the power of sport, physical activity, and movement to transform lives and help people live well. We work with partners across health, education, sport, local government, and the voluntary sector to use physical activity and movement to tackle inequalities and support happier, healthier lives. Read more at www.thinkactive.org .

This contract is funded through Sport England Place Expansion Investment. This is National Lottery and Exchequer funding which is being directed into locations around the country identified as being most affected by issues of physical activity and health inequalities. The investment forms part of Sport England's place-based approach to help make physical activity and movement accessible for everyone.

Think Active is the Lead Accountable Body for the Sport England Place Expansion Investment into Coventry and has worked with local partners to develop the submission for place investment to Sport England. Sport England will have final approval on the appointment of the successful organisation. Timelines are subject to gaining these approvals. Think Active will manage this contract with the successful provider.

**About The Coventry Physical Activity Partnership:**

The Coventry Physical Activity Partnership is currently evolving and will provide the strategic leadership for the Place Expansion Investment in Coventry. The partnership is also responsible supporting the implementation the Coventry: City of Movement Strategy 2026-2031 and includes representatives from Think Active, Coventry City Council, Sport England and other key stakeholders from across the city.

**1. Overview**

Think Active is seeking to appoint a local health provider in Coventry to recruit, manage and deploy a 1.0 FTE **Physical Activity and Health Integrator** ("the Integrator) to enable more people with early indicators of ill-health and/or long-term health conditions in priority communities to be active. The Integrator will support the routine integration of physical activity and movement within clinical and care practice, while strengthening and developing connections and referral pathways between healthcare teams and community-based physical activity provision.

Applications are welcome from local organisations or providers with direct access to patients and NHS communication platforms. The Integrator role is focused on system leadership, relationship building, workforce and pathway development, rather than the delivery of clinical care. As such, the role may be fulfilled by either a clinical or non-clinical individual. While clinical experience may be valuable, it is not essential; the role may be most effectively undertaken by an individual who brings the relevant skills, experience and understanding of the local health and care system, together with a strong commitment to and passion for lifestyle medicine and physical activity advocacy. Organisations should therefore propose the model they believe is best placed to deliver the required outcomes.

**2. Background**

There is overwhelming evidence that the benefits of physical activity far outweigh any risks, for people with long term health conditions. With 1 in 6 UK deaths associated with physical activity and almost 1 in 10 premature deaths from coronary heart disease, physical inactivity is increasingly recognised as a global health priority that should be the concern of all healthcare systems (WHO, 2024)

NICE guidelines recognise the important role of physical activity in managing a range of conditions. Physical activity, exercise or activity related community rehabilitation is recommended in 98 NICE clinical and NICE condition specific guidelines and quality standards including those for cardiovascular conditions, musculoskeletal conditions, mental health conditions, cancers, falls in older people, fertility problems, irritable bowel syndrome, liver disease and ante and post-natal care (Sport England, 2024).

By embedding physical activity into clinical pathways, the NHS can support improvements in patient outcomes and deliver evidence-based care across various conditions.

Health and care professionals are uniquely positioned to influence the physical activity behaviours of their patients, with evidence demonstrating that 1 in 4 people are more likely to be active if advised to by a GP or nurse.

All health and care professionals should therefore be equipped with the skills, knowledge and confidence to discuss with patients the importance of building more movement into everyday life and taking up appropriate physical activity. This includes:

- signposting patients to physical activity opportunities and events
- promoting rehabilitation
- highlighting the importance of maintaining activity levels to prevent deconditioning
- removing myths associated with the risk of physical activity (and the need to seek medical approval)
- empowering people to make informed choices.

**3. Scope of Work**

To recruit, manage and deploy a 1.0 FTE **Physical Activity and Health Integrator**. The role will work flexibly across Integrated Neighbourhood Teams, Primary Care Networks and individual health settings and teams, with a particular focus on the Coventry Place Expansion Priority places, to support:

- **Workforce Development and Clinical Integration:** empowering clinical and care professionals to have informed, effective conversations with patients about physical activity. They will embed physical activity into treatment and care pathways, ensuring it is routinely considered within clinical decision-making and patient care.
- **Partnership Working and Pathway Enhancement:** connecting healthcare services with local community-based physical activity opportunities, developing accessible referral pathways. They will support processes that enable professionals to refer patients into appropriate provision, enhancing continuity of care and overall health outcomes.

**4. The Deliverables**

Delivery will be through direct, ongoing collaboration with PCN, GP and INT teams, community delivery partners, and other system stakeholders, ensuring outputs are embedded within existing structures and sustained beyond the life of the programme.

Over the contracted period, this work aims to embed physical activity into routine health and care across Coventry, building workforce confidence, strengthening pathways into community provision, and supporting residents, particularly those showing early indicators of ill-health, to be more active. In the immediate term, the focus will be on establishing these connections, delivering targeted training, and developing practical tools and resources to enable sustainable change across health and care services, with a focus on the 6 priority places (Canley, Foleshill, Willenhall, Radford, St Michaels and Henley).

Think Active will work with the appointed provider to develop a specific delivery plan and key performance indicators.

**5. Outputs**

Deliverables to include:

- Delivery of targeted training and practical support for health and care professionals to integrate physical activity into routine consultations and care processes.

- Development and dissemination of locally relevant tools and resources to support both practitioner confidence and patient engagement.

- Strengthening and coordination of clear pathways into existing community-based physical activity provision, working closely with community capacity funded through this bid.

- Identification of gaps and opportunities within existing pathways to inform future service development.

- Capture and sharing of learning from effective practice to support wider adoption across health settings.

- Contribution to workforce health and wellbeing by promoting physical activity as part of everyday working culture within health and care settings.

- Completion of monitoring and evaluation as required

- Submission of 4-monthly progress reports.

**6. Outcomes**

The successful provider will contribute towards improving health outcomes for patients and communities in Coventry by supporting the routine integration of physical activity and movement into health and care.

The Physical Activity and Health Integrator will help position physical activity as a routine component of prevention, treatment, rehabilitation and long-term condition management.

The successful provider will contribute towards the following outcomes:

- **Improved patient health and wellbeing**

More patients, particularly those living in priority communities and those with early indicators of ill-health and/or long-term health conditions, are supported to become and remain physically active in ways that are appropriate to their needs.

This will contribute towards improved physical and mental wellbeing, mobility, independence and quality of life.

- **Improved patient outcomes and prevention**

Physical activity is increasingly used as part of prevention, treatment, rehabilitation and long-term condition management, supporting patients to prevent or delay ill-health, manage conditions, prevent deconditioning and maintain independence.

- **Empowered and confident health and care professionals**

Health and care professionals have increased knowledge, skills and confidence to have effective conversations with patients about physical activity and its role in health and wellbeing.

Professionals are better equipped to provide personalised advice, support informed choices and connect patients to appropriate opportunities.

- **Physical activity embedded within health and care**

Physical activity and movement are increasingly considered within routine consultations, care planning and relevant clinical pathways, supporting a greater focus on prevention, early intervention and person-centred care.

- **Improved pathways between health and communities**

Clearer and more accessible pathways connect patients with appropriate community-based physical activity opportunities.

Health and care professionals have greater awareness of local provision and confidence in signposting and connecting patients to opportunities that meet their needs.

- **Reduced health inequalities and increased patient empowerment**

People experiencing the greatest health inequalities and barriers to physical activity are better supported to access its health benefits.

Patients are increasingly empowered to understand the role of physical activity in managing their own health and to make informed, sustainable choices about movement in their everyday lives.

- **Stronger partnerships and sustainable system change**

Health, care, community and physical activity partners work more effectively together to improve patient health and wellbeing and reduce health inequalities

The programme will contribute towards sustainable, long-term change across Coventry, supporting the ambitions of the Coventry Physical Activity Partnership and Coventry's City of Movement Strategy to enable more people to live healthier, happier and more active lives.

**7. Budget and Timescale**

- **Budget:** Up to £110,000 for 1 Full Time Equivalent (FTE) Community Coordinator for 24 months, including on costs and no more than 10% Management Fee. There will be an additional delivery budget of £25,000 held centrally by Think Active.
- **Tender Response Deadline:** 4th October 2026
- **Delivery timeframe:** 24 Months, starting 1st November 2026 subject to Sport England approval timelines.

**8. Submission guidance:**

- Complete the following Due Diligence form here
- Submit a proposal that includes the following information:
    - Your proposed approach to the work, including how you will ensure value for money
    - Relevant experience and examples of similar work
    - Names and roles of key individuals involved
    - Estimated timeline and milestones
    - Full cost breakdown (inclusive of VAT and expenses, if applicable)

- All submissions should be emailed to hello@thinkactive.org by 11:59pm on 4th October 2026. In the subject line, use the reference: *'Coventry Physical Activity and Health Integrator Provider'*

Organisations may be asked for further information or invited to present their plans to help us to better understand the proposal.

*We recognise that written applications do not always capture the full strength of an idea. Therefore, whilst not required, applicants are welcome to submit a supporting video or presentation to help communicate their vision, approach and enthusiasm for the opportunity.*

**9. Our Criteria**

All applications will be assessed against the following criteria:

- 30% - Evidence of knowledge, expertise and experiences
- 30% - Proposed approach for the recruitment, management and deployment of the Physical Activity and Health Integrator
- 20% - Capacity to deliver the work, project management and delivery plan
- 20% - Budget, value for money, added value and sustainability

The percentage weighting indicates the importance of each area in the overall assessment. Commissioning will be led by Think Active and use the Think Active Procurement processes. Representatives from the emerging Coventry Physical Activity Partnership including Coventry City Council, the local community, health and VCFSE sector will be involved in assessment of tenders.

**10. Clarification Questions:**

If you have any questions, please submit this to hello@thinkactive.org by **5:00pm on Wednesday 23 September 2026**. Questions received after this date may not be answered prior to the submission deadline. All questions and answers will be posted on the Think Active website.

**11. Our Terms and Conditions**

All procurement opportunities will be subject to our Supply of Services Terms and Conditions which are available here.

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