

Notice of Non-Key Executive Decision

Subject Heading:	Permission to award the Weight Wellness & Activity Service.
Decision Maker:	Mark Ansell, Director of Public Health
Cabinet Member:	Councillor Graham Day, Cabinet Member for Adults and Health
ELT Lead:	Mark Ansell, Director of Public Health
Report Author and contact details:	Alain Rosenberg, Commissioner Adults alain.rosenberg@haverling.gov.uk
Policy context:	Taking a whole systems approach to obesity prevention is a priority for the Havering' Health and Wellbeing Board and the Borough Place Based Partnership Board A Weight Wellness & Activity service is one part of an effective whole systems approach
Financial summary:	Total Cost for a 5-year Contract: £385,535.00 Year 1 - £77,107 Year 2 - £77,107 Year 3 - £77,107 Year 4 - £77,107 Year 5 - £77,107 This will be a 3-year contract with the option to extend for a further 2 years on a year-by-year basis. 3 + 1 + 1. This approach has been taken due to the uncertainties associated with the Public Health grant funding provided by the Department for Health and Social Care (DHSC) Local authorities are informed of

Non-key Executive Decision

	funding allocations on an annual basis in December of each year, 4 months prior to the new financial year.
Relevant Overview & Scrutiny Sub Committee:	Resource's Overview and Scrutiny Sub Committee
Is this decision exempt from being called-in?	The decision will be exempt from call in as it is a Non key Decision

The subject matter of this report deals with the following Council Objectives

People - Supporting our residents to stay safe and well

Place - A great place to live, work and enjoy

Resources - Enabling a resident-focused and resilient Council **X**

Part A – Report seeking decision

DETAIL OF THE DECISION REQUESTED AND RECOMMENDED ACTION

This decision paper is seeking permission from the Director of Public Health to award the Weight Wellness & Activity Service to DDM Health Ltd – Company Number 07975193. The contract will run from the 1st of September 2026 to 31st August 2029 with the option to extend for a further 2 years at a total value of £385,535.00.

AUTHORITY UNDER WHICH DECISION IS MADE

Scheme 3.3.4c

Specific powers of the Director of Public Health

1. To exercise all rights and functions reserved to the Director of Public Health by statute on behalf of the Council.
 - a) To take responsibility for all the Council's public health functions. To oversee all services relating to the public health function.
 - b) To provide information and advice on public health matters.
 - c) To provide services and facilities designed to promote healthy living.
 - d) To provide services and facilities for the prevention of illnesses.
 - e) The exercise of the local authority function in the National Health Service Act 2006 as amended. To authorise Patient Group Directions on behalf of the Council
2. The Director of Public Health shall be entitled to exercise those powers detailed at 3.3.3 above but provided that such functions shall only be exercised in respect of areas directly affecting Public Health.
3. Paragraphs 4.1, 4.2 and 5.2 (of 3.3.3 above) shall be subject to a financial limit of £500,000.

STATEMENT OF THE REASONS FOR THE DECISION

This decision paper is seeking permission from the Director of Public Health to award the Weight Wellness & Activity Service to DDM Health Ltd – Company Number 07975193. The contract will run from the 1st of September 2026 to 31st August 2029 with the option to extend for a further 2 years (in 12 month increments) at a total value of £385,535.

Background

Having Council has a statutory responsibility under the Health and Social Care Act 2012 to improve residents' health and wellbeing and to reduce health inequalities. As part of this duty, the Council has commissioned a Tier 2 Weight Management Service for adults, including a tailored offer for people with learning disabilities. The current service has delivered some positive weight loss outcomes, and the universal element has broadly met performance targets for eligible adults. However, despite this progress, the overall reach and impact of the service has been limited, particularly in terms of the number of residents supported and the extent to which the model has addressed wider health and wellbeing needs.

The key driver for procurement was the need to secure a more effective and inclusive service model, particularly for residents with learning disabilities, where delivery has been more challenging. Completion rates and engagement for this cohort have been low, referral pathways have lacked clarity, and there have been ongoing concerns about whether a leisure-based model is the most appropriate approach for a specialist offer. In addition, benchmarking against

Non-key Executive Decision

similar services in other London boroughs suggested there was scope to achieve greater local impact, with a stronger focus on quality outcomes and wider wellbeing measures rather than weight loss alone. Procurement therefore provided an opportunity to redesign the service to better meet local need, improve accessibility and referral routes, and commission a more holistic, community-based model that aligns with the Council's strategic priorities around prevention, wellbeing and reducing inequalities.

New Service Summary

The Weight Wellness & Activity Service is a comprehensive, community-based programme designed to support residents in achieving and maintaining a healthy weight. It adopts a holistic approach, addressing nutrition, physical activity, and mental wellbeing, and is underpinned by evidence-based behavioural strategies and personalised goal setting.

The service operates on a 12-month model, comprising both active and maintenance phases. The initial core programme spans 12 weeks, focusing on practical strategies to improve eating habits, increase daily activity, and empower individuals to make sustainable lifestyle changes. Beyond this, participants benefit from ongoing support to help maintain progress and continue leading healthy, active lives.

Delivery is integrated with local community services and complemented by a digital offer, ensuring accessibility and cultural adaptation. The service maintains strong links with smoking cessation, mental health, and preventative health initiatives to provide co-ordinated, joined-up care. Signposting to community resources and collaboration with local partners further enhances support and promotes continuity of care beyond the formal programme.

Commissioning this service will enable residents to access a range of support under the Live Well Havering brand, including through the Joy app. By leveraging local assets and working collaboratively, the service aims to reduce obesity, tackle health inequalities, and foster independence and overall wellbeing within the community.

Procurement

A competitive process was conducted under the Provider Selection Regime. The opportunity was published on the Council's e-procurement portal on 6 March 2026, with a submission deadline of 3 April 2026. A total of four bids were received, of which one met the compliance requirements at the Procurement Specific Questionnaire (PSQ) stage.

Following the PSQ stage, the Key Criteria Question responses from the single compliant bidder were evaluated using the 0–5 scoring methodology set out in the procurement documents. Bidders were made aware in the ITT they must score a minimum of '3' in each of the quality and social value questions in order for their price to be evaluated. Four evaluators independently assessed the submission, followed by a moderation process to agree final scores.

As per PSR rules, the 5 Basic Criteria were used to evaluate the procurement. This was used in alignment with the recommended 70/30 Price/Quality Ratio.

As a result, DDM Health Ltd – Company Number 07975193 scored a total of 92.20 out of 100, making them the most advantageous tender and therefore it is recommended that the contract is awarded to them.

DDM Health Ltd

DDM Health Ltd is a data-driven digital health pioneer dedicated to delivering scalable, precision healthcare. The company leverages cutting-edge artificial intelligence to develop clinical-grade virtual care platforms including the acclaimed Low Carb Program and Gro Health which actively support long-term behavioural change and reduce the burden on overstretched clinical systems.

Non-key Executive Decision

DDM Health works in close partnership with NHS Trusts, Integrated Care Boards, and local authorities, integrating seamlessly with the NHS App and incorporating advanced remote patient monitoring.

Tender Submission

DDM Health Ltd demonstrated a strong overall submission, with a service model that closely aligns to the Council's specification and strategic objectives. This includes a comprehensive, community-based approach that integrates nutrition, physical activity and behavioural change, alongside structured delivery and ongoing support to enable sustainable lifestyle improvements for residents.

Through the evaluation process, the provider evidenced a clear understanding of the complex drivers of obesity and the importance of delivering person-centred, tailored interventions that address health inequalities and improve long-term outcomes. Their proposal also demonstrated the ability to deliver measurable outcomes through robust performance management, data collection and continuous improvement processes aligned to national guidance.

In addition, the provider offered assurance of a suitably qualified and professionally structured workforce, ensuring consistent, safe and accountable delivery, alongside strong governance and safeguarding arrangements. Their approach to accessibility and inclusion further supports the Council's commitment to reducing barriers to engagement and improving equity of access across diverse population groups.

At the evaluation stage, the provider achieved the required scores across quality and cost, demonstrating a proposal that represents good value for money while maintaining a strong focus on service quality and outcomes. The competitive process has ensured fairness, transparency and robust benchmarking of submissions, enabling the Council to identify the most economically advantageous tender.

On this basis, awarding the contract to DDM Health Ltd will secure a high-quality, evidence-based service that supports residents to achieve and maintain a healthy weight, improves wellbeing, and contributes to reducing health inequalities within the borough.

The award of the contract will enable an experienced digital health provider to establish and deliver the Weight Wellness & Activity Service within the London Borough of Havering, bringing innovative, evidence-led approaches to supporting residents to achieve and maintain a healthy weight through a combination of digital and community-based interventions. The service has been specifically designed to address health inequalities and will prioritise support for groups at increased risk of obesity, including residents with learning disabilities.

The provider will deliver an accessible and inclusive programme for adults with learning disabilities, incorporating tailored weight management support, adapted physical activity opportunities, evidence-based behaviour change interventions, and active involvement of carers and support networks to promote sustainable lifestyle changes and improved health outcomes.

The Weight Wellness & Activity Service will provide a flexible community-based offer across all areas of the borough, ensuring residents can access support close to where they live. Delivery will take place in a range of local community settings, helping to reduce barriers to participation and making the service more accessible for diverse populations.

Alongside face-to-face provision, the service will offer a comprehensive digital programme, enabling residents to access support remotely where this better meets their needs and preferences. This blended approach will maximise reach, improve accessibility, and ensure that

Non-key Executive Decision

residents can engage with the service in a way that works best for them, helping to reduce health inequalities and increase participation.

DDM Health Ltd, will provide a strong focus on accessibility, inclusion and long-term behaviour change, particularly for residents who may face barriers to engaging with traditional services. In terms of workforce, the provider has committed to recruiting additional Health Coach posts to support its existing Havering-based team and that recruitment will be advertised locally. DDM Health has also committed to creating paid entry-level and trainee opportunities for Havering residents during the contract term. This approach will not only support service delivery but will also create local employment and skills development opportunities within the borough.

Impact of Not Awarding

If the contract is not awarded, there is a risk that residents will experience a gap in access to a structured Weight Wellness & Activity Service, reducing opportunities for early intervention, prevention and support to achieve sustainable lifestyle changes. This would limit the Council's ability to address obesity, reduce health inequalities and meet its statutory responsibility to improve the health and wellbeing of residents. It may also weaken links with wider prevention services, including mental health, smoking cessation and community wellbeing support, and could result in poorer outcomes for residents who would otherwise benefit from a holistic, evidence-based programme. Not awarding the contract would also delay implementation of the redesigned service model and may reduce the Council's ability to demonstrate value for money through a competitively evaluated and lower-cost provision compared with the current contract.

The introduction of new 2026/27 Quality Outcomes Framework (QOF) obesity indicators is expected to drive a significant increase in referrals from general practice into Tier 2 weight management services. For the first time, GP practices are financially incentivised to identify adults living with obesity and refer them to a weight management programme within 90 days of recording a qualifying BMI. In addition, the rollout of obesity pharmacotherapy through primary care requires access to behavioural support services, further increasing demand. Collectively, these changes are expected to strengthen primary care engagement, improve identification of eligible residents and generate higher referral volumes into the Weight Wellness & Activity Service across Havering.

Recommendation

It is recommended that the Director of Public Health approves the award of the Weight Wellness & Activity Service contract to DDM Health Ltd – Company Number 07975193, for an initial period of three years from 1 September 2026 to 31 August 2029, with the option to extend for a further two years in 12-month increments, at a total contract value of £385,535.

The detailed Service Specification has been shared with the Decision Maker and provides comprehensive information on the scope, objectives, delivery model and expected outcomes of the Weight Wellness & Activity Service.

OTHER OPTIONS CONSIDERED AND REJECTED

Option 1- *Do nothing*

The council has a responsibility to improve individual's health and wellbeing and following a successful pilot should continue to support residents' health outcomes, therefore this was not considered an option. Awarding the contract will provide stability of provision, strengthen partnership working with delivery providers, and ensure that the Council continues to meet its strategic objectives in relation to prevention, wellbeing, and improving quality of life for residents.

Non-key Executive Decision

PRE-DECISION CONSULTATION

None.

NAME AND JOB TITLE OF STAFF MEMBER ADVISING THE DECISION-MAKER

Name: Alain Rosenberg

Designation: Commissioner Adults

Signature: *Alain Rosenberg*

Date: 4th June 2026

Part B - Assessment of implications and risks

LEGAL IMPLICATIONS AND RISKS

The Council has a general power of competence under section 1 of the Localism Act 2011 to do anything an individual may generally do subject to any statutory limitations. The Council has the power under this section to agree to the proposals in the recommendations.

The value of the contract is £385,535 over 5 years, which is below the threshold for light-touch contracts as stipulated in Schedule 1 of the Procurement Act 2023 (PA). However, the tender must still comply with the Council's Contracts Procedure Rules (CPR).

This contract was procured using an open competition in accordance with the Provider Selection Regime in compliance with the PA and the CPR. Officers propose to award the contract to the most advantageous tender following evaluation of the compliant bid.

FINANCIAL IMPLICATIONS AND RISKS

This decision paper is seeking permission from the Director of Public Health to award the Weight Wellness & Activity Service to DDM Health Ltd – Company Number 07975193. The contract will run from the 1st of September 2026 to 31st August 2029 with the option to extend for a further 2 years, at a total value of £385,535 (£77,107 per annum).

The contract will be funded by the Public Health Grant. Funding allocations have been confirmed for 2026/27 and are indicative for 2027/28 and 2028/29. Allocations are expected to be more than sufficient to fund this contract; however, the risk of funding being reduced or discontinued is mitigated by procuring a 3+1+1 contract, allowing the Council to confirm funding allocations before entering into the following year's contract.

Awarding a contract where only one bidder was assessed for the financial part of the evaluation risks costs being higher than if a number of compliant bids had been achieved. However, it should be noted that the successful bid is lower than the costs of the current contract. The evaluation criteria were 70% price, 25% quality and 5% social value.

HUMAN RESOURCES IMPLICATIONS AND RISKS (AND ACCOMMODATION IMPLICATIONS WHERE RELEVANT)

The recommendations made in this report do not give rise to any identifiable Human Resources implications or risks.

EQUALITIES AND SOCIAL INCLUSION IMPLICATIONS AND RISKS

Havering has a diverse community made up of many different groups and individuals. The council values diversity and believes it essential to understand and include the different contributions, perspectives and experience that people from different backgrounds bring.

The Public Sector Equality Duty (PSED) under section 149 of the Equality Act 2010 requires the council, when exercising its functions, to have due regard to:

Non-key Executive Decision

- i. the need to eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Equality Act 2010;
- ii. the need to advance equality of opportunity between persons who share protected characteristics and those who do not, and;
- iii. Foster good relations between those who have protected characteristics and those who do not.

Note: 'protected characteristics' are: age, gender, race and disability, sexual orientation, marriage and civil partnerships, religion or belief, pregnancy and maternity and gender reassignment.

The Council is committed to all of the above in the provision, procurement and commissioning of its services, and the employment of its workforce. In addition, the Council is also committed to improving the quality of life and wellbeing for all Havering residents in respect of socioeconomics and health determinants.

An EqHIA (Equality and Health Impact Assessment) is usually carried out and on this occasion, this isn't required.

The Council seeks to ensure equality, inclusion, and dignity for all in all situations. There are no equalities and social inclusion implications or risks associated with this decision.

ENVIRONMENTAL AND CLIMATE CHANGE IMPLICATIONS AND RISKS

The recommendations made in this report do not give rise to any identifiable environmental implications or risks.

HEALTH AND WELLBEING IMPLICATIONS AND RISKS

Under the Health and Social Care Act 2012 the Council is responsible for improving and protecting the health and wellbeing of local residents. Havering Council is committed to improving the health and wellbeing of all residents.

This paper seeks approval to award the Weight Wellness & Activity Service contract in order to strengthen the Council's preventative health offer and respond effectively to the growing and complex challenge of obesity across the borough. Obesity is recognised as a multifactorial condition influenced by behavioural, environmental and social determinants, requiring a comprehensive and coordinated intervention. The proposed service has been designed to address these factors through an evidence-based, holistic model that integrates nutrition, physical activity and behavioural change support.

The service will deliver measurable improvements in both physical and mental wellbeing, supporting residents to achieve sustainable weight loss, reduce their risk of long-term conditions, and improve confidence, resilience and overall quality of life. Through a structured programme and ongoing maintenance support, the model focuses on embedding long-term lifestyle change rather than short-term outcomes.

The integrated design of the service further enhances its impact, linking residents to wider prevention services including mental health, smoking cessation and community wellbeing support. Through a joined-up approach that addresses the wider determinants that shape behaviours, the service will contribute to a reduction in obesity levels and positively impact the health and wellbeing of residents. It is therefore recommended that this report be approved.

Non-key Executive Decision

BACKGROUND PAPERS

None.

APPENDICES

None.

Part C – Record of decision

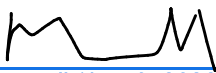
I have made this executive decision in accordance with authority delegated to me by the Leader of the Council and in compliance with the requirements of the Constitution.

Decision

Proposal agreed

Details of decision maker

Signed


[mark ansell \(Aug 3, 2026 15:13:39 GMT+1\)](#)

Name: Mark Ansell

Cabinet Portfolio held:

ELT Member title:

Head of Service title: Director of Public Health

Other manager title:

Date: 03/08/2026

Lodging this notice

The signed decision notice must be delivered to Committee Services, in the Town Hall.

For use by Committee Administration

This notice was lodged with me on _____

Signed _____

Non-Key ED Permission to Award WWAS

Final Audit Report

2026-08-03

Created:	2026-07-27 (British Summer Time)
By:	Alain Rosenberg (Alain.Rosenberg@havering.gov.uk)
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