

## **Health and Wellbeing Coaching Initiative**

### **Expression of Interest**

*A Health Focused Partnership Opportunity for Bexley based Charitable Organisations*

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#### **Introduction**

We are seeking Bexley-based charities and voluntary sector organisations to host dedicated Health & Wellbeing Coaches. This funded opportunity enables organisations to deepen their impact, extend their reach, and play a central role in improving health outcomes for local residents. Coaches will be placed across three delivery models, which are outlined in the “What’s on Offer” section.

Across Bexley, approximately 26,000 residents are living with three or more long-term conditions. Many face complex, interconnected challenges from social isolation and low confidence to difficulty navigating services. Traditional healthcare alone cannot address these needs.

Health Coaches can help to bridge this gap. By embedding a coach within your organisation, you will help people build the knowledge, skills and confidence to manage their health and wellbeing and live fuller lives.

#### **Who We’re Looking To Work With**

We are committed to working with a broad and diverse range of Bexley based organisations, from well established charities to smaller, local grassroots groups. Grassroots organisations are uniquely placed to reach and engage communities that larger organisations may find harder to access. We also recognise that small and grassroots organisations are often at risk of being overlooked in wider system planning.

As part of our role, BVSC is committed to ensuring that the insight, experience, and lived realities of the voluntary and community sector inform local priorities and policy development. To support this, we will be including a minimum of two grassroots organisations within this partnership opportunity.

We are also dedicated to strengthening and empowering voluntary and community organisations so they can be resilient, compliant, and effective. A strong and sustainable voluntary sector is essential to community wellbeing. However, we know that grassroots and micro-organisations may not always have access to the systems, tools, or resources needed to maintain long-term sustainability.

For this reason, this opportunity includes an element of mutual benefit. In return for the support and shared resources provided through the partnership, we will expect participating grassroots organisations to commit to reviewing, adopting, or updating key organisational policies and practices, if they don’t already have them in place. This helps ensure that all partners are equipped to meet sector standards and are well positioned to grow and thrive.

## **What Is On Offer**

Organisations can apply to host Health & Wellbeing Coaches across three delivery models. Each model has a specific purpose but shares the same aim: improving outcomes for residents by supporting people to build confidence, manage their health and access the right support at the right time.

### **Multiple Long-Term Conditions (MLTC) Model – 8 Coaches**

The MLTC model focuses on supporting residents who are living with several long-term conditions and who often face complex, interconnected challenges. Coaches in this model work intensively with individuals to:

- Strengthen self-management skills
- Build motivation and confidence
- Connect people to wider social and community support
- Reduce avoidable health crises and improve quality of life

### **Vital 5 Model – 3 Coaches (North Bexley LCN)**

The Vital 5 model focuses on the five key risk factors that have the biggest impact on long-term health outcomes:

- Healthy Blood Pressure
- Healthy Weight
- Stopping Smoking
- Healthy Mind
- Drinking Less

Three coaches will be focusing specifically on North Bexley to support residents to make meaningful lifestyle changes and address barriers that affect their wellbeing. Their work includes:

- Carrying out Vital 5 checks
- Offering structured health-promoting conversations
- Supporting behaviour change and goal setting
- Helping people access community-based support and preventative services
- Reducing future risk through early intervention

This model is ideal for organisations with strong community reach and a track record of engagement around wellbeing and prevention.

### **Community Health & Wellbeing Worker (CHWW) CHUI Model – 3 Coaches**

The CHWW model takes a community-led, neighbourhood-based approach, embedding Health & Wellbeing Workers directly within local communities. These workers act as trusted connectors, focusing on:

- Building long-term, relationship-based support
- Family Focus
- Proactive outreach to residents who may not access traditional services
- Linking individuals to health, social care, and community resources
- Identifying local needs and feeding insight back into the system

The three CHWW coaches will work closely with community groups, local leaders and residents to strengthen trust, increase access to support, and address issues earlier.

## **Service Overview**

The service will provide person-centred health and wellbeing coaching, behaviour change support, integration with GP practices and Integrated Neighbourhood Teams (INTs), robust data reporting (including SWEMWBS, demographics, Vital 5 checks), and targeted work in areas of highest deprivation, including North Bexley.

Successful host organisations will receive:

- A fully funded, trained Health and Wellbeing Coach embedded within your organisation
- Funding for up to 18 months for Health Coaches and 3-year funding for Vital 5 & CHWW Coaches
- Dedicated management support from the BVSC Health & Wellbeing Team Lead
- Access to NHS training, supervision and ongoing professional development for your coach
- Stronger partnerships with GP practices, neighbourhood teams and the wider voluntary sector
- Recognition as a key partner in Bexley's integrated health and wellbeing infrastructure

## **What the Health Coach Will Do**

Embedded within your organisation, the Health and Wellbeing Coach will:

- Deliver one-to-one coaching using proven approaches such as motivational interviewing and collaborative goal setting
- Provide personalised support tailored to each individual's strengths, circumstances and aspirations
- Connect residents to local services and community groups that are meaningful and relevant to them
- Carry out targeted outreach to residents experiencing health inequalities, including those affected by deprivation, unemployment, caring responsibilities, or language barriers
- Facilitate group-based peer support sessions to create lasting community networks

We are looking for Bexley-based organisations that:

- Have an established presence and trusted relationships within the Bexley community
- Reach residents who may not engage with traditional health services
- Support communities experiencing health inequalities, including those facing deprivation, isolation, or complex needs
- Are committed to co-production and working collaboratively with residents to shape services
- Be able to provide workspace for Health & Wellbeing Coaches

### **Engagement Session**

We will be hosting 2 engagement sessions where we will take interested parties through the opportunity in more detail and Q&A session which will give you the opportunity to ask any questions you may have before submitting your interest.

These will be held on Wednesday 15<sup>th</sup> April at our offices at The Engine House, Erith but you will need to register your interest to attend which can be done by clicking [here](#)

### **Shortlisting Process - Evaluation Method**

BVSC will be shortlisting potential partners through a weighted scoring process. This ensures fairness and accessibility for organisations of all sizes. The weighting emphasises community reach, partnership working and inclusion.

### **Weighted Criteria**

1. Local Community Reach & Engagement – 30%
2. Experience & Expertise – 20%
3. Vision & Alignment – 40%
4. Capacity & Infrastructure – 10%

### **Scoring Scale**

- 0 = No evidence
- 1 = Very weak
- 2 = Weak
- 3 = Adequate
- 4 = Good
- 5 = Excellent

### **How to submit your application**

To submit your application for this opportunity please complete the online form here [Health & Wellbeing Coach Expression of Interest – Fill in form](#)

If successful you will be requested to submit copies of the policies and insurance certificates mentioned in the above form.

### **Timetable**

Q&A Session: Date: 15<sup>th</sup> April 2026  
Submission Deadline – 30<sup>th</sup> April 2026  
Outcome: 08<sup>th</sup> May 2026  
Anticipated Service Start – June / July 2026

### **Contact Details**

If you have any questions prior to submitting your application or have any issues with accessing the form, please contact [kelly@bvsc.co.uk](mailto:kelly@bvsc.co.uk)

Thank you for your interest in hosting a health coach, we look forward to receiving your submission.

BVSC

## **Appendix 1**

### **Aims and objectives of service**

The aims and objectives of the role of Health and Wellbeing Coaching with Social Prescribing Service is to deliver the following:

- Identify people who would benefit from Health & Wellbeing Coaching, through primary care, the community or self-referral
- To support residents to make positive health and lifestyle changes through motivational coaching and support
- To signpost and connect people to organisations that can help them, and follow up on their progress and if they require further support
- For residents to make health improvements following changes made as a result of their health and wellbeing coaching – reducing the risk of developing other conditions or exacerbating their existing conditions
- For residents to feel more able to self manage any conditions they have, with a reduced reliance on emergency care
- Promote and encourage uptake of preventative services or interventions that have a known impact on improving population health outcomes

### **Service Description**

- Health and Wellbeing Coaches to work in partnership with Bexley GP practices to identify residents who would benefit from their service and work in tandem to encourage uptake of preventative and relevant interventions
- Health and Wellbeing Coaches to be part of the core neighbourhood health team, supporting residents who are living with multiple long-term conditions to make positive changes
- To attend Wellbeing events held within the London Borough of Bexley to promote Health & Wellbeing Coaching and engage with residents
- To carry out Vital 5 checks as part of a Proof of Concept pilot in North Bexley, following training provided by the SE London Vital 5 team
- Outreach into the local community (faith groups, local organisations and leisure etc.) to raise awareness of their service, encourage self-referral and help build trusted relationships at a hyperlocal level
- Meet residents in a variety of locations including community locations such as Bexley GP Practices, community pharmacy and libraries and develop strong working relationships with these neighbourhood-based services.
- To deliver motivational support and coaching to local residents with multiple long term conditions, to make positive physical and mental health changes. This will include understanding any barriers and challenges they may be facing to make changes, and signposting/introducing them to services/organisations that may be able to help
- Empower residents to take control of their own health & wellbeing by ensuring they have access to appropriate support, are aware of relevant services, and have a clear, person-centred exit strategy in place prior to discharge.
- Act as a champion of Health & Wellbeing, and the voluntary sector, locally, regionally, and nationally.