

4th December 2019



REQUEST FOR QUOTATION:

Developing a communications plan and associated materials to promote data and cyber security messages to the adult social care sector

Background

The adult social care provider sector provides care and support to older people, people with learning disabilities, people with mental health issues and people with physical disabilities. It is a big sector, employing 1.45 million people in England. There are 460,000 places in residential and nursing homes, and over 500,000 people receive care in their own homes. Many of the people receiving these services have multiple complex health conditions, and the level of need is increasing year by year.

There are 28,000 adult social care services registered with the Care Quality Commission (CQC) in England. There are also other services, such as day services and informal support services, that are not required to register. The total number of services has been estimated at 39,000. The organisations that run these services vary from owner / managers and small local organisations, to large national companies and charities. However, most services are provided by smaller organisations.

Increasingly the sector is adopting technology to support care delivery, organisational management and administration. Whilst these advances in technology bring benefits for the sector, they also present risks in how information is managed and kept safe and secure.

[Digital Social Care](#), the [Local Government Association](#), [NHSX](#) and [NHS Digital](#) are working together on a national programme to support the delivery of the [National Cyber Security Strategy](#) across adult social care services. Together these four organisations are referred to as the Programme Partners.

The programme is developing practical solutions to the data and cyber security challenges faced by adult social care providers in England. During 2018/19 it commissioned research to find out:

- To what extent is digital technology used in the adult social care provider sector?
- What are the risks?

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- How effective are existing national support materials?

The report of the research can be downloaded [here](#). It found a significant trend towards the increased use of digital technology, including areas such as workforce rostering, digital care planning, electronic sharing of information, and the use of technology to give family members and carers greater awareness of what care has been delivered and when.

The research found that, for care providers, the most common risks were around password management, smart phone security and arrangements to ensure that information is backed up.

In the current year, 2019/20, the programme is funding a wide range of local projects. Some of these projects are led by local care associations, some by local councils and some by individual care organisations, but they all involve groups of local services working together on data and cyber security. The programme has also provided small grants to a number of individual care organisations to support their work in this area.

Further details of the current programme, from which the language and style that has been used so far can be seen, can be viewed [here](#). An example of a document whose intended audience was individual care organisations can be downloaded [here](#).

The aim of the current grants programme is to find practical solutions to the challenges that were identified during 2018/19, and to explore how adult social care services can best be supported in this area of work.

A particular focus has been how best to support adult social care providers to complete the Data Security and Protection Toolkit. This is an online self-assessment that health and care organisations should use to check that they have the right things in place to protect their digital information and systems. There are more details [here](#).

The work proposed

The aim of the programme from April 2020 to March 2021 will be to support and encourage improved practice across the whole adult social care provider sector. It will progress from contact with 70 services in 2018/19, and with around 300 in 2019/20, to activities that reach as many as possible of the 28,000 plus services which make up the sector.

By March 2021, we aim to have delivered a comprehensive programme of support to the adult social care sector on improving local approaches to data and cyber security. There are also likely to be specific actions that services and providers will be asked to undertake; these may vary depending on the nature of the provider organisation and the services they are running.

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A key part of the programme's activity is expected to be a large scale communications plan commencing in May 2020. This request for quotation seeks proposals from suitably experienced communications agencies to develop the plan, and to develop resources and materials for it.

Although it is expected that the plan will be launched in May 2020, the programme aims to have completed its planning and preparation by 31st March 2020.

The work requested includes as a minimum the following:

- Working with the Programme Board, Programme Manager and other relevant organisations and individuals to agree key audiences, messages, language, style and designs.
- The identification of the best channels to use to reach the key audiences, and the best ways of communicating through each channel.
- The development of products and resources to use to support the messages, information and calls for action that the Programme Board wishes to promote.
- The drafting of an overall communications plan for the programme for the period April 2020 to March 2021.

Available funding

Up to £20,000 including all expenses and VAT is available.

Contractual arrangements

This work will be contracted by the Registered Nursing Home Association on behalf Digital Social Care and the other Programme Partners. It is anticipated that a contract will be agreed based on the appointed agency's usual terms and conditions. This will however be subject to agreement that:

- All work completed under the contract, and the terms of the appointment, will be kept confidential; and
- The products and materials developed by the appointed agency may be used freely by the Programme Partners.

Quotations

Quotations should include the following information:

- Company details.
- A brief summary of relevant experience.
- A brief summary of how you would undertake this work, including who would undertake the work, how its quality would be assured, and what outputs you would provide for the price quoted.

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- Your price for completing this work including all expenses and VAT if applicable.
- Confirmation that you have read this Request for Quotation fully, and that you agree that your quotation may be shared with the organisations listed in the section headed "Evaluation of Quotations."

Evaluation of quotations

Quotations will be evaluated by a panel including representatives from the four Programme Partners. The Programme Manager, who is Peter Cheer of Care Inc Ltd, will also be a member of the panel. There may also be a panel member from the Institute of Public Care at Oxford Brookes University (IPC), which is providing expert advisory support to the programme.

The evaluation process will be based on a quality/price ratio of 80/20.

Provisional Programme

Deadline for the receipt of quotations	10am on Monday 16 th December 2019
Anticipated notification of decision	Monday 23 rd December 2019
Kick off meeting with Programme Manager	Week beginning 6 th January 2020
Attendance at a meeting which will bring together project managers from all of the local projects that have been funded during 2019/20	Wednesday 26 th February 2020 in Central London
Draft recommendations, materials and resources to be submitted to the Programme Partners for comment	29 th February 2020
Target date for all work under the contract to be completed	31 st March 2020
Please note the Programme Board reserves the right to rephrase the work under this contract if it is necessary to meet other dependencies. This may mean that the work and this contract extend over a longer period and go beyond March 2020.	

The possible extension of this contract for additional work in 2020/21

It is possible that the Programme Board will need further communications input after the completion of this particular contract. If that is the case, the Board may decide to undertake a new procurement exercise, or it may seek to agree a further contract with the appointed agency. Any decision as to which approach to take would be made by the Board at the time.

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How to submit a quotation

Quotations should be sent by email to cyberproject@rnha.co.uk by 10am on Monday 16th December 2019.

Further information

Agencies which are interested in submitting a quotation are welcome to contact the Programme Manager, Peter Cheer, via cyberproject@rnha.co.uk, to arrange a time for an informal telephone discussion.

PC/4th December 2019

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