**Service Specification**

For the Provision of

Stoke­-on-Trent Young People’s Lifestyle Survey 2024 and 2026

Stoke-on-Trent City Council

**Contract reference number:** ASCHIW/2023/430

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| 1. **Introduction** |

The purpose of this tender is to appoint a qualified Service Provider to develop and carry out quantitative research to provide data on young people’s health and lifestyles.

1.1 Aims of the study

To gain a better understanding of attitudes, behaviours and knowledge towards drugs, alcohol, smoking and other health and lifestyle issues amongst young people in Stoke-on-Trent.

The survey will seek to identify information on a range of different issues to be confirmed by the Council. These will be in line with local Public Health priority areas.

1.2 Objectives:

* Explore current risky behaviours amongst young people in Stoke-on-Trent, including drugs, alcohol and smoking
* Explore motivations to take up these behaviours, including key influencing factors
* Explore attitudes towards and experiences of quitting risky behaviours
* Identify the prevalence of key lifestyle factors
* Explore knowledge and attitudes towards key lifestyle factors
* Explore awareness of and use of local services available for young people

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| 1. **Background** |

* 1. Local context

### Across a range of social and economic indicators, the outcomes for young people which impact on crime, alcohol and drug use remain poor and challenging.

### In 2021, about 29% of children and young people were living in low income families which is significantly higher compared with the national average of 19.9%.

### There were 5,900 children (under 18) identified as being ‘in need’ in 2021. This equates to a rate of 942.1 per 10,000 children; significantly higher than the England rate of 561.8.

* There were 410 16-17-year old’s Not in Education, Employment or Training (NEETs) across the city in 2020, which is 7% of the local population of 16-17-year old’s (compared with 5.5% in England).

### In 2019, two thirds of 15-16-year-olds involved in the Lifestyle Survey in the city said they had ever had an alcoholic drink, which is lower than the 84% recorded in 2009. Overall 38% of pupils had ever had an alcoholic drink, with 13% reporting drinking within a week prior to the survey.

### The proportion of young people who had taken any sort of drug in the last month increased from 2% in 2017 to 5% in 2019. However, the proportion of pupils who had ever taken cannabis fell from 10% in 2009 to 3% in 2019.

### The proportion of secondary school pupils in the city who were current smokers in 2019 had fallen from 13% in 2009 to 5% in 2019. The number of pupils who had ever tried smoking had also fallen from 40% in 2009 to 7% in 2019.

### The proportion of young people exposed to second-hand smoke in their homes fell from 28% in 2009 to 15% in 2019 (an increase of 1% from 2017 data). The proportion exposed to second-hand smoke in their bedrooms fell during this time from 16% to 3%.

Accurate, robust data is needed to provide an accurate picture of risky behaviours amongst young people and to allow robust evaluation of the impact of interventions targeted at young people within Stoke-on-Trent.

Similar quantitative surveys were conducted within secondary Schools and PRUs (Pupil Referral Unit) in 2009, 2011, 2013 2015, 2017 and again in 2019, and data obtained from this research has been used to inform the development of young people’s health and lifestyle programmes within the city.

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| 1. **Scope** |

The following section describes the scope of activity that the Service Provider is required to deliver.

The research project should consist of two large-scale quantitative surveys conducted in the spring academic terms of 2024 and repeated in 2026.

3.1 Target audience and sampling

The target audience for the survey is primary school pupils aged 8 to 11 years old, secondary pupils aged 12 to 16 years old and college students aged 16 to 18 years old (including special schools and PRUs). The survey is optional for schools and colleges therefore uptake will determine the size of the final sample.

The provider will be required to recruit participating schools and colleges within Stoke-on-Trent with the support of the Council. The Service Provider will be required to provide a list of participating schools and colleges to the Council and ensure that all those participating are included in the survey. The Service Provider will also need to provide appropriate training and support for their staff who are coordinating the survey within the schools/colleges.

The Service Provider must be able to provide the option to participating schools/colleges as to whether they would like to complete online or paper surveys. In surveys conducted in previous years the number of participating schools has ranged from 5 to 13 schools, with a combination of online and paper surveys being completed. The Council cannot guarantee the numbers of schools/colleges will take part in the 2024 and 2026 surveys, however the Council can confirm that the *maximum* number of participating schools/colleges for this survey will be 20. The Council would like the provider to sought at least 10 schools/colleges to participate in the survey. The *maximum* number of surveys per school/college is to be determined.

3.2 Methodology

It has been identified that quantitative methods will be most appropriate for collecting the necessary data. The service provider should explain how schools/colleges will be recruited, how the data will be collected and analysed and how the findings would be integrated to meet the research objectives.

It is anticipated that completion of the survey will take place within the school/college timetable and school/college setting. The Service Provider’s proposal should therefore also include detail as to how participating schools/colleges will be supported to conduct the survey with pupils to ensure robust, valid data is obtained.

The final nature and format of the study, including questionnaire content and style, will be agreed between the Council and the Service Provider. However, the Service Provider’s proposal should include detail and relevant costings to offer schools the option to complete the survey via paper or electronic/online methods.

Discussion on project methodology should include:

* Ethics & Research Governance
* Design and piloting of data collection tools
* Data analysis and storage
* Project timetable
* Anticipated problems or risks

The Service Provider should also make reference to any potentially sensitive or difficult themes of questioning, such as participants discussing personal details about drug and/or alcohol use, their smoking status or sexual health, and how these will be addressed. The Service Provider should identify how they will minimise self-report bias.

Any survey or questionnaires designed by the Service Provider will need to be approved by the Council and the Council has absolute discretion over the final content of any survey or questionnaire. The Service Provider will comply with the Council’s instructions and direction in respect of the Service and any survey or questionnaire.

3.3 Accessibility & Acceptability

Participation in the Young People’s Lifestyle Survey 2024 or 2026 will be offered to all primary schools, secondary schools and colleges (including special schools and PRUs) in Stoke-on-Trent. Therefore, in conjunction with the Council, the successful Service Provider will need to ensure all survey materials[[1]](#footnote-1) (including the questionnaire) are appropriate for pupil populations found within these schools.

3.4 Budget for study

The Service Provider should pay particular attention to how budget should be allocated for this research, and should explain fully their suggestions and costings.

The Service Provider should provide a quotation based on:

* Management costs
* Administration costs
* Price per school/college (maximum 300 surveys per school[[2]](#footnote-2)) for completion online
* Price per school/college (maximum 300 surveys per school) for completion on paper
* Price of analysis, draft reports, presentation of findings and final report

The Council is looking for pricing options that offer the best value for money in context of its requirements and a fixed price quote. The total budget available for delivery of this Service in a maximum of 20 schools/colleges per survey year is £35,000[[3]](#footnote-3)

3.5 Responsibilities of the Service Provider

The Service Provider will be responsible for the fieldwork, data analysis and preparation of the final reports to a standard agreed with the Council. The design should be discussed with the Council and project lead. It is the responsibility of the Service Provider to ensure that the proposed methodology does not contravene the provisions of the Data Protection Act 2018.

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| 1. **Service Conditions and Environmental Factors** |

4.1 Intellectual Property

The ownership of the research material including the questionnaire, final report and any data gathered/ produced as a result of the research lies with the Council and explicit permission must be sought by any external party wishing to make use of the data. Study findings, data (including raw data) and reports must be made available and fully accessible for use by the Council.

4.2 Branding

Survey materials should be co-branded to demonstrate that the research is being carried out as a partnership between the Service Provider and the Council.

4.3 Resources

The Service Provider will be responsible for developing and keeping stock of all survey materials.

Resources should be kept up to date and should be sensitive to the cultural needs, languages and backgrounds of people in its local population and its clients by ensuring that the stock is fully representative of both ethnicity and disability.

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| 1. **Statement of Requirements** |

5.1 Study output

At the end of each survey, the Service Provider will provide the Council with final written reports to meet the project objectives outlined above as follows:

* One detailed report including all data tables for the complete survey results for all Participating Schools in Stoke-on-Trent
* One detailed and one summary report for all Participating Schools including analysis of data compared to previous local survey data and national data (where relevant and comparable)
* Detailed and summary reports for each individual Participating School
* ‘Trends’ report in 2026 providing weighted data to allow ‘like-with-like’ comparisons with previous survey

These reports should be written in a clear and accessible style and should include pictorial representations of data (e.g. bar charts), an executive summary of key findings and comments on implications for future work. The final reports must be completed to the Council’s satisfaction and the Service Provider must follow the Council’s instructions and direction with regards to the content and format of the reports. Once the final reports have been agreed by the Council, copies of the final reports should be supplied in hard copy to the Council and to each Participating Schools/Colleges, and electronic versions (PDF) of each report made available to the Council.

The project manager (to be confirmed named contact within Stoke-on-Trent Public Health team) must be fully informed and involved in the progress of the study and the Service Provider will need to supply regular (at least monthly) progress updates by phone, email, virtual or face-to-face meeting as required by the Council. The Service Provider may also be required to give a presentation of the results to the Council. The Service Provider’s proposal must also include detail of on-going support arrangements to provide additional data analysis/interpretation of results.

5.2 Risk Assessment

Submissions should include an outline and analysis of potential organisational or methodological risks to the successful completion of this project within the agreed timescale. The Service Provider should also specify appropriate strategies to respond to and resolve potential risks, including general contingency arrangements and disaster recovery plans.

5.3 Proposed Timescale

**Deadline**

Deadlines for submissions 27/11/2023

Contract award and start 1/1/2024

Recruitment of schools/colleges 1/1/2024

Approval of methodology and final questionnaire 31/1/2024

Conduct fieldwork 1/2/2024 – 22/3/2024 (exact timings TBC with Participating Schools)

Analysis, draft reports, presentation of findings 19/4/2024

Final report(s) agreed and distributed 31/5/2024

The above timescale will be used for the completion of the 2024 survey. A timescale for conducting the 2026 survey will be agreed with the Council and the Service Provider and confirmed at a later date during the Contract Period.

These are outline proposals for the delivery of the research and the Service Provider’s proposal should demonstrate ability to meet these deadlines or offer an alternative timeframe complete with rationale. Considerations should also be made to the appropriate completion of fieldwork taking into account school holidays and how this may affect response bias. The Council reserves the right to amend the proposed timescale at any time and for any reason.

The Service Provider will be required to meet with the Council on a monthly basis to discuss performance against outcomes.

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| 1. **Technology, systems and management techniques** |

The Service Provider should have access to IT facilities including high quality printing which ensures the smooth operation and delivery of the research. Any data management IT equipment used i.e. PC’s, Laptops and Tablets must be encrypted to the suitable level of security that ensures data is protected in the event of loss or theft.

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| 1. **Interdependencies** |

The Service Provider is required to develop and maintain effective working relationships with participating educational establishments.

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| 1. **Quality Requirements** |

The Service Provider will adhere to the following Quality Standards:

* Be responsible for the recruitment, training, support, management, appraisal and supervision of their own staff working within the organisation (including volunteers where relevant) and the overall management of the programme
* Ensure that staff delivering the service are suitably qualified and if applicable are registered with, and have completed, their revalidations by the appropriate regulatory body.
* Have a nominated member of staff responsible for safeguarding issues.
* Ensure the service has a level of staffing that ensures a consistent standard of delivery and reflects the value of the contract.
* Comply with and meet the minimum requirements set out by the Stoke-on-Trent Safeguarding Children’s Board (SCB) which can be found here:
* [www.safeguardingchildren.stoke.gov.uk](http://www.safeguardingchildren.stoke.gov.uk),
* The Staffordshire and Stoke-on-Trent Safeguarding Adults Partnership Inter-agency Adult Protection Procedures which can be found here:
* [Home (ssaspb.org.uk)](https://www.ssaspb.org.uk/home.aspx)
* Ensure training is delivered to staff/volunteers from an approved trainer and at appropriate level. Contact the relevant Safeguarding Children’s Board for children’s safeguarding training.
* Have a recruitment process in place that complies with current Disclosure and Barring Service checks.
* Have in place an organisational policy for lone working.
* Have in place details of staffing arrangements and contingency planning.
* Ensure local data and intelligence is used to target key hard to reach groups, populations and organisations to support the health inequalities agenda.
* Ensure the Service/intervention/training is sensitive to the cultural, language and backgrounds of the different audiences it is delivering messages to and tailor accordingly especially regarding the clarity and simplicity of the language used. As the average literacy level in Stoke-on-Trent is that of a 10-11 year-old, all materials written for the public should reflect this and be pitched at this level.
* Ensure that clients/Service Users are treated with dignity and respect.
* Abide by the Caldicott principles, Data Protection Act 2018 and Freedom of Information Act 2000 in the handling and security of information, ensuring that it is kept accurate, up to date and kept only for as long as needed for the specified purpose.
* Ensure that any data management IT equipment used e.g. PC’s, Laptops and Tablets is encrypted to the suitable level of security that ensures data is protected in the event of loss or theft. Meeting the standard encryption level accepted by the authority.
* Have in place a complaints policy (including a system to log complaints), and submit copies of formal complaints to the Council within 10 working days.
* Have in place a system to log compliments.
* Have in place a serious untoward incident policy which includes ensuring that the Council is alerted to any incidents related to the delivery of the Service within a timescale which is appropriate to the scale and severity of the incident.
* Promote equality of opportunity regardless of age, disability, gender, sexual orientation, race or religion in accordance with the requirement of the Equality Act 2010.
* Have in place a central register which holds evidence of the continued professional development of all staff.
* Where there is a health provision for young people, the Service Provider should ensure they meet the relevant Department of Health Quality criteria for young people friendly health services  (You’re Welcome)
* Have provisions in place to ensure that the Service Provider adheres to any changes in legislation, NICE guidance or recommendations from appropriate regulatory or supervisory bodies.
* Has in place arrangements for monitoring quality and continuously improving levels of service delivery.

Timetable

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| 1. **Submissions** |

9.1 Deadlines for Responding

Written responses are required by 5pm on Monday 27th November 2023 Please email submissions alongside support document for the attention of Beth Downing at beth.downing@stoke.gov.uk

Any information requested will be shared with other organisations who are submitting a proposal. Queries should be raised with **Beth Downing** on **01782 233532 or Beth.Downing@stoke.gov.uk**

1. Note: It may be necessary for alternative survey materials to be developed and provided to primary schools, special schools and PRUs if those designed for mainstream secondary schools and colleges are not deemed appropriate. It may also be appropriate for the young person to have an advocate present to support completion of the survey. [↑](#footnote-ref-1)
2. Note: Maximum number for secondary schools. Secondary schools will be asked to survey 100 pupils per year groups across three year groups. In the case of schools wanting to survey whole year groups of more than 100 pupils, an additional cost will be agreed between the Service Provider and the Council. [↑](#footnote-ref-2)
3. Note: The total budget is for completion of 2 surveys, one in 2024 and one in 2026. [↑](#footnote-ref-3)