



**Active Oxfordshire, as the accountable body to Sport England, on behalf of the Oxfordshire Healthy Place Shaping Steering Group**

**Invitation to Quote for the provision of a Healthy Place Shaping Systems Evaluator**

**For the period April 2020 until November 2022**

**Document 1 – Project Brief**

## Executive Summary

Healthy place shaping is a collaborative approach which aims to create sustainable, well designed, thriving communities where healthy behaviours are the norm, and which provide a sense of belonging, identity and community. As a county, healthy place shaping is now a core strategic priority for Oxfordshire.

A single organisation or collaboration is sought to evaluate the healthy place shaping approach across specifically Cherwell district council and utilise this learning to inform a decision as to whether to invest ongoing public funds into healthy place shaping across the whole of Oxfordshire. The approach should consider how it will be embedded within the communities, wider system and ongoing work to affect change, and should not duplicate existing work or be an 'off the shelf' fixed programme.

Active Oxfordshire intends to enter into a contract from April 2020 to November 2022. The maximum value of this contract is £150,000 (including VAT). This piece of work is being funded by Active Oxfordshire via National Lottery funding awarded by Sport England.

## Submission instructions

- Read Document 1 – Project Brief.
- If required, 30-minute slots are available to discuss 1:1 the Project Brief and Bidders Response on Friday 17 January, between 10.00am-12.00pm and 3.00pm-5.00pm. To request a 30-minute slot please email [gsinnott@activepartnerships.org](mailto:gsinnott@activepartnerships.org). Slots within the available times will be allocated on a first come, first serve basis. FAQs that may arise regarding the details of the Brief only will be shared at <https://www.activeoxfordshire.org/evaluation> and will include an open response from Active Oxfordshire.
- Complete Document 2 – Bidders Response and submit by email to [gsinnott@activepartnerships.org](mailto:gsinnott@activepartnerships.org) by 1.00pm on 31 January.

## Enquiries

Please contact Graeme Sinnott by email only at [gsinnott@activepartnerships.org](mailto:gsinnott@activepartnerships.org)

## **Contents**

The information included within this tender sets out the conditions for participation, the approach being sought, the services required, and outlines the expected standards, responsibilities and requirements throughout the term of the contract.

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# 1. Project Background

## Healthy place shaping

Healthy place shaping is a collaborative approach which aims to create sustainable, well designed, thriving communities where healthy behaviours are the norm and which provide a sense of belonging, identity and community:

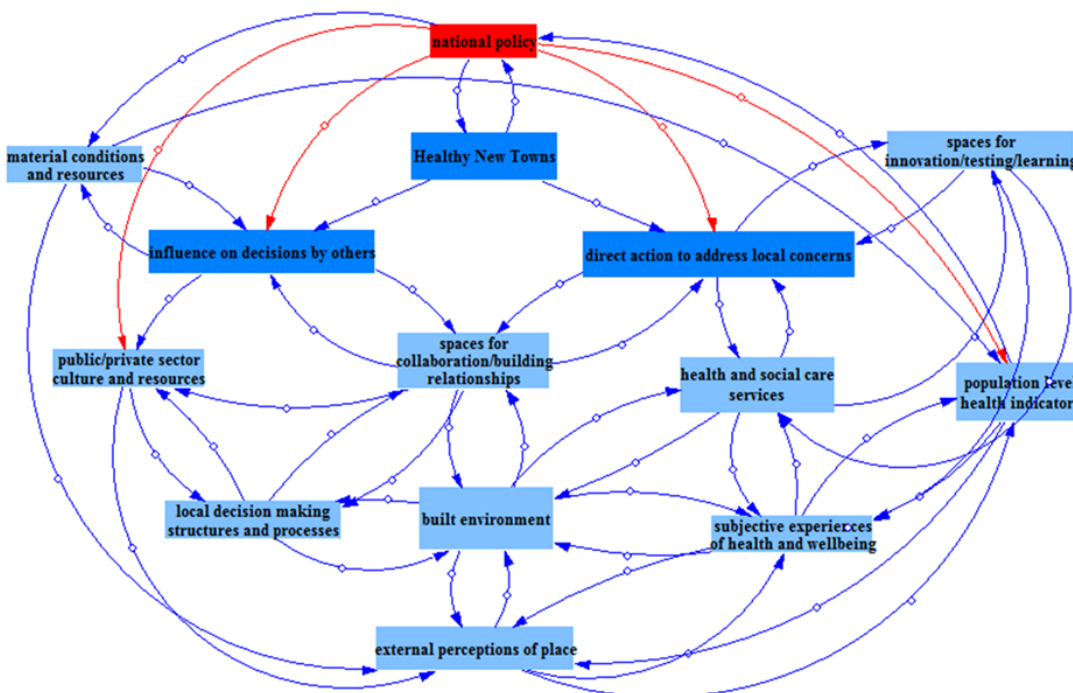
<https://www.youtube.com/watch?v=BcWnQIBTpAA&sns=em>

Oxfordshire is in the vanguard of implementing this place-based approach having developed and tested it through the [Healthy New Towns programme](#) in Bicester and Barton. As a county (Oxfordshire) healthy place shaping is now a core strategic priority and through the work of the Growth Board we are embedding this approach, ensuring that growth is inclusive, that it addresses the current health inequalities in the county, and that it results in the creation of healthy communities which enable people to become more active, healthier and happier. Leaders and the chief executives of the District Councils and County Council and of the health and care system strongly support the scaling of the healthy place shaping approach across the County.

The evaluation of the [Healthy Bicester programme](#) demonstrates that this place-based programme is a system wide intervention where we are seeking to change multiple points in a system to tackle the complex issues of loneliness, obesity, and social cohesion (eg, see system map below). The approach taken reflects [Public Health England's recommendations](#) on how to use place based working to reduce health inequalities, with the programme acting as a system connector between community assets, civic services and health and social care. Funding has been secured to conduct an evaluation of this approach.

## Geography

Active Oxfordshire, as the accountable body to Sport England, on behalf of the Oxfordshire Healthy Place Shaping Steering Group; which is made up of all the local authorities in Oxfordshire and invited partners, is inviting Quotations for the development and completion of a Healthy Place Shaping Systems Evaluation in accordance with this document.



## 2. Specification and Scope

The main aims of the evaluation are:

- To inform a decision as to whether to invest ongoing public funds into healthy place shaping.
- Consider how the learning from Cherwell District Council can be utilised by the wider Oxfordshire county to scale up the healthy place shaping approach.
- To understand if healthy place shaping is effectively addressing priority health needs and health challenges in Oxfordshire through action on the determinants of these.
- To provide evidence about the whole population approach involved in healthy place shaping, including who it is reaching and if it is having a variable impact in different communities such as those with higher levels of deprivation.
- To build understanding about what is driving change, including system levers and contextual factors.
- To provide evidence to decision makers of the impact local authorities can have on health and wellbeing.
- To add to the national evidence base as to the value of place based approaches to population health and our understanding of the implementation and value of systems approaches to improving health.

To achieve these aims, the evaluation approach should consider how it **will adopt the following principles:**

- Take a system informed approach (eg, reflecting NIHR guidance detailed [here](#) and [here](#)).
- Focus learning from specific communities in a number of locations in Cherwell District Council – Bicester, Kidlington and Banbury, including more deprived communities in these places.
- Utilise connections (eg, relationships and institutions) within communities to understand the reasons, and from that, the conditions and system changes that have supported or acted as a barrier to achieving improved health.
- Evaluate the sustainability of organisational behaviour change, in the ways of working between organisations and changes in relationships – considering to what extent do the connections created in the course of the funded healthy place shaping period become embedded ways of working, and do system leaders continue to innovate beyond the initial investment.
- Evaluate and explore learning, impact and change, and less so outcomes and outputs.
- Curate and communicate pragmatic learning that can be understood and translated into action by relevant audiences, including but not limited to; communities, strategic agencies and councillors.
- Explore a collaborative and flexible approach to conducting the evaluation so that it builds on what is already in place and creates ownership and capacity by those living and working within the local systems to understand change.
- Add value to current thinking and build on existing learning.

- Embed itself within the localities and the work, continuously educating and developing the understanding of those involved through a self-owned, participative approach to evaluation and learning.
- Establish relationships with relevant parties, rather than look for transactional arrangements.
- Be fully inclusive in developing the evaluation plan collaboratively with all relevant parties, at all levels across the system.
- Be iterative and dynamic based on need.

The evaluation approach should **not** adopt the following principles:

- Operate in isolation from the overall journey of the healthy place shaping approach.
- Duplicate existing work taking place in both Cherwell and the wider Oxfordshire area.
- Take the form of a fixed 'off the shelf' programme.

### **3. Stages of the project**

The supplier will be required to deliver the following. A review of the contract will be conducted following the completion of each stage.

#### **Stage 1 – Agreed Evaluation Plan**

An evaluation plan for the length of the project specifying, but not limited to:

- the aims and objectives of the evaluation
- the principles and underpinning approach of the evaluation
- the evaluation questions to be addressed
- methodology to be used
- data requirements and collection process
- approach to analysis
- reporting and communications plan
- timeline for the evaluation including reporting points

#### **Anticipated Stage 1 completion: 26 June 2020**

The project will progress to stage 2 following the successful completion of stage 1 and following the receipt of the internal confirmation to proceed. It is anticipated the following stages will broadly include as outlined below but should be designed in conjunction with all those involved in the work.

#### **Stage 2 – Year 1 Report**

This stage requires the completion of the first year of the evaluation plan, and (but not limited to); organisation of a minimum of 2 seminar discussions (or relevant learning formats) to sense check progress, build a shared understanding of the emerging learning and confirm direction and at the year end point to report curated learning to date.

#### **Anticipated Stage 2 completion: June 2021**

### **Stage 3 – Year 2 Report**

This stage requires the completion of the second year of the evaluation plan, and (but not limited to); organisation of a minimum of 2 seminar discussions (or relevant learning formats) to sense check progress, build a shared understanding of the emerging learning and confirm direction and at the year end point to report curated learning to date.

**Anticipated Stage 3 completion: June 2022**

### **Stage 4 – Final Report**

This stage requires the completion of the overall evaluation plan, and (but not limited to); organisation of a minimum of 1 seminar discussion (or relevant learning formats) to sense check progress, build a shared understanding of the emerging learning, report curated learning to date and consider the sustainability of the healthy place shaping approach.

**Anticipated Stage 3 completion: November 2022**

## **4. Project Structure**

The named officers – provided from Active Oxfordshire and the Bidder - will be provided as day to day contacts for the project. Resources and support for the Consultants will also be available from the Evaluation Advisory Group for Healthy Place Shaping in Oxfordshire. This group of members and officers from across the five districts and representatives from national health policy and research institutions and funders has been established to provide support and input into the evaluation of healthy place shaping. This group will be a key resource during the commission and their input and local expertise will help with the commission.

## **5. Performance Requirements, Responsibilities and Contract Monitoring**

It is expected that the successful bidder will agree to the process of delivering the outputs specified with the named officer and other relevant members of the Evaluation Advisory Group for Healthy Place Shaping in Oxfordshire.

At the end of each stage, a review of performance will be undertaken, followed by a decision with respect to continuation to the next stage. The decision will be confirmed in writing to the Successful Bidder.

Given the sensitive nature of the information being discussed, consultants will be expected to manage all information shared with them as part of their contract with high standards of confidentiality.

Consultants will also be required to satisfy Active Oxfordshire that the winning of this tender and subsequent completion of all stages of the work will not result in any conflicts of interest on the part of any of the core team members.

## **6. Active Oxfordshire**

Active Oxfordshire is the contracting Authority for the purposes of this quotation and its office is located at Marlborough House, 69 High Street, Kidlington, OX5 2DN.

## 7. Budget, Pricing and Invoicing

The maximum value of this contract is £150,000 (including VAT). Active Oxfordshire will not make additional payments outside of the budget.

The Bidder must be able to provide a single invoice at the end of each stage of the project for the services rendered. The invoice should state full details of order numbers and the items/services provided.

Payment of the price payable by Active Oxfordshire for the Services and any VAT shall be due within 30 days of a valid and undisputed invoice from the Bidder.

## 8. Indicative Project Timetable

Key Milestones	Headline deliverables
By no later than 27 March 2020	Contract to be signed and terms and conditions agreed with Consultant(s). A project inception meeting with the Evaluation Advisory Group to agree evaluation scope and approach.
By no later than 26 June 2020	Agreed Evaluation Plan (stage 1)
Ongoing and as required	Seminars (or relevant learning formats) to report on progress and confirm direction
June 2021	Completion of Year 1 (stage 2)
Ongoing and as required	Seminars (or relevant learning formats) to report on progress and confirm direction
June 2022	Completion of Year 2 (stage 3)
Ongoing and as required	Seminars (or relevant learning formats) to report on progress and confirm direction
November 2022	Completion of Project (stage 4)

## 9. Quotation Timetable and Submission Instructions

The timetable for the quotation process is as follows:

Date	Event	Notes
7 January 2020	Invitation to quote documents released	



17 January 2020	1:1 phone calls to discuss the ITQ and ideas	As required by interested parties. Slots available 10.00am-12.00pm and 3.00pm-5.00pm. FAQs regarding details of the ITQ will be released as necessary at <a href="https://www.activeoxfordshire.org/evaluation">https://www.activeoxfordshire.org/evaluation</a> Information regarding ideas from potential bidders will be kept confidential.
31 January 2020	Quotation deadline	Submissions to be sent to <a href="mailto:gsinnott@activepartnerships.org">gsinnott@activepartnerships.org</a> by 1.00pm
19 February 2020	Successful applicants invited for interview	This is the date on which invites will be distributed
4 March 2020	Interviews with invited applicants	To be held in Oxfordshire
13 March 2020	Intention to Award letters issued to successful applicants	
27 March 2020	Contracts finalised	

Submission instructions:

- Read Document 1 – Project Brief (this document).
- Complete Document 2 – Bidders Response and submit by email to [gsinnott@activepartnerships.org](mailto:gsinnott@activepartnerships.org) by 1.00pm on 31 January.
- An email confirming receipt of application will be sent to all applicants on 3 February.

**10. Criteria and Weighting**

Applications will be assessed in two stages; qualifying to the minimum requirements of Active Oxfordshire (stage 1) and the project criteria (stage 2). A sub-group of the Healthy Place Shaping Steering Group will assess the applications.

Only applications that meet all the stage 1 - minimum requirements of Active Oxfordshire will then be scored against stage 2 - project criteria.

**Qualifying to the minimum requirements of Active Oxfordshire – Stage 1**

Section 2,3,4 must all be a 'Pass' to proceed to Stage 2

Section	Details	Scoring Options
1	Contact and Business Details	Information Only

2	Economic and Financial Standing	Pass / Fail
3	Insurance Details	Pass / Fail
4	Conflict of Interest	Pass / Fail

### Project Criteria – Stage 2

Sections 5,6,7,8 will be scored against each sub-statement. Each sub-statement is weighted equally for that section, to provide an overall section score.

Section	Details	Scoring Options	Weighting
<b>5</b>	<b>Experience (maximum of 500 words)</b>		<b>20%</b>
a)	Outlined who will be part of the team, including organisations and individuals as necessary who will be responsible for undertaking this project	0,1,2,3	
b)	Skills, credentials and practical experience of the team in working on systems evaluation	0,1,2,3	
c)	Experience of working across a range of sectors in seeking to understand the determinants of health	0,1,2,3	
	<b>Section 5 maximum possible score</b>	<b>9</b>	
<b>6</b>	<b>Style and Principles (maximum of 500 words)</b>		<b>30%</b>
a)	Takes a systems informed approach	0,1,2,3	
b)	Outlines how the approach will work with and utilise existing connections within communities and the wider system	0,1,2,3	
c)	Seeks to build sustainability within the local workforce to capture and own the learning	0,1,2,3	
	<b>Section 6 maximum possible score</b>	<b>9</b>	
<b>7</b>	<b>Delivery and Communications (maximum of 500 words)</b>		<b>20%</b>
a)	Approach is driven by co-design and collaboration	0,1,2,3	
b)	Approach to curating and communicating the learning is pragmatic and flexible to different audiences	0,1,2,3	
c)	Approach seeks to ensure engagement of people operating across the system and at different levels, including community, strategic agencies and councillors	0,1,2,3	
	<b>Section 7 maximum possible score</b>	<b>9</b>	
<b>8</b>	<b>Value for Money (maximum of 500 words)</b>		<b>30%</b>
a)	Approach adds value to current knowledge and understanding of systems evaluation at both a local and national level	0,1,2,3	

b)	Capacity for members of the team to embed itself within the local system, including communities and relevant strategic agencies	0,1,2,3	
c)	Capacity of the team to add value to existing monitoring and evaluation processes	0,1,2,3	
d)	Evaluation methods proposed seek to secure strong community engagement	0,1,2,3	
e)	Total cost is within budget	0,1,2,3	
<b>Section 8 maximum possible score</b>		<b>15</b>	

### Scoring criteria – adequacy of response

The criteria below will be used for all sections in stage 2.

Score	Statement
0	The response is not acceptable
1	The response is acceptable with minor reservations
2	The response is acceptable with no reservations
3	The response shows significant quality and innovation

### Tied scores

In the event of a tie between applications, the total score from the Style and Principles section will be used as the tie breaker. If still a tie, then the total score from the Value for Money section will be used, then Experience, then Delivery and Communications.

### 11. Policies

A copy of the Active Oxfordshire GDPR policy, equality policy, financial control policy and trustee and directors duties can be found at <https://www.activeoxfordshire.org/evaluation>

### Further Enquiries

If you have any enquiries regarding this brief, please contact Graeme Sinnott by email only at: [gsinnott@activepartnerships.org](mailto:gsinnott@activepartnerships.org)