

## Invitation to Tender: Reading Well Books on Prescription Evaluation 2018-19

### Commission

The Reading Agency would like to commission an external agency, or two agencies with one taking an overall supervisory role, to undertake an evaluation of Reading Well Books on Prescription 2018-19 in both England and Wales. This is the sixth annual evaluation of the programme in England and the first-year evaluation for Wales and will focus on the following: the programme's impact on users, libraries, health partners and prescribers; an assessment of the cost benefits of the scheme as a health intervention; and a consideration of the particular impact of the scheme being made available bilingually (English and Welsh).

We welcome proposals for how this can be achieved.

### Background

Reading Well helps people to understand and manage their health and wellbeing using self-help reading. The scheme is delivered via quality-assured booklists endorsed by health experts, as well as people with lived experience of the health conditions covered. These lists are available from public libraries through either self-referral or referral by health professionals.

The programme has been running successfully in England since 2013. Following a new funding partnership with Welsh Government, Reading Well has now been rolled out in Wales in bilingual format, commencing with the dementia scheme launched in July 2018. The mental health scheme is anticipated to launch in Wales in June 2019.

### Reading Well in England

In England, there are currently four booklists available:

- [Reading Well for mental health](#): launched in 2013, and relaunched with an updated booklist in 2018
- [Reading Well for dementia](#): launched in 2015
- [Reading Well for young people](#): launched in 2016
- [Reading Well for long term conditions](#): launched in 2017

Reading Well is part of the Public Library Universal Health Offer, with 98% of English public library authorities (149 out of 152) running at least one scheme. Since its launch in 2013, Reading Well has reached over 931,000 people and has been endorsed by the public as well as by GPs, mental health professionals and government ministers as an effective community-based health intervention.

## Reading Well in Wales

Welsh Government has funded the roll-out of Reading Well in Welsh libraries over two years, in partnership with the Welsh network of Libraries Connected, the Society of Chief Librarians Cymru. Beginning with Reading Well Books on Prescription for dementia in 2018 and followed by Reading Well Books on Prescription for mental health in 2019, book collections and supporting promotional materials are provided free to all library authorities in Wales as part of Welsh Government funding. Booklist leaflets have also been sent directly to prescribers for the first time, with health boards in Wales receiving free bilingual leaflets. This is a different model to England where book collections and materials are purchased by individual library services.

Reading Well Books on Prescription for dementia supports the new [Dementia Action Plan for Wales](#). All 22 local authority areas in Wales are now participating in the scheme. [The book collection](#) includes information and advice for people living with dementia and their carers, as well as fiction, memoir and photographic books used in reminiscence therapy.

A key feature of Reading Well in Wales is the provision of bilingual book collections and materials. Alzheimer's Society has stressed the clinical need to receive dementia care in a person's first language and has published a [report on Welsh Speakers' Dementia Care](#) to ensure that Welsh-medium provision is available to meet the need. The Reading Agency is working with the [Welsh Books Council](#) to translate books on the list into Welsh, and all of the book collections and supporting materials will be available from libraries in both English and Welsh by 2020.

## Reading Well Partners

Reading Well is developed by The Reading Agency in partnership with Libraries Connected and is a key strand of the [Public Library Universal Health Offer](#). It is delivered and promoted through local library services and national and local health partners. The programme is funded by Arts Council England and Welsh Government and was previously funded by Wellcome.

[The Reading Agency](#) is a UK-wide charity that tackles life's big challenges through the proven power of reading. The organisation works closely with its many partners to deliver tailored programmes to more than a million people per year, of all ages and backgrounds. The Reading Agency's vision is for a world where everyone is reading their way to a better life. The Reading Agency is funded by Arts Council England.

[Libraries Connected](#) is a membership organisation, representing heads of library services in England, Wales and Northern Ireland. The organisation takes a leading role in the development of public libraries through advocating for the power of libraries, sharing best practice and helping to shape the public library service now and in the future.

See [here](#) for a full list of supporting health partners.

## Current evaluation practice

To date, the Reading Well Books on Prescription evaluation methodology in England has involved collecting data from all existing Reading Well schemes. In 2016-17, due to the increasing complexity of the programme, we continued to collect high-level quantitative and qualitative data across all schemes but

focused more detailed health partner and library data collection on the most recently launched list. We continued this focused data collection in the 2017-18 evaluation and expect to do so again for the evaluation of the programme in England in 2018-19, with a focus on the relaunched Reading Well for mental health booklist. As only the dementia list is available thus far in Wales, the evaluation in Wales will focus entirely on the dementia scheme.

We have developed survey tools for evaluating the Reading Well programme in England, which could be adapted for the purposes of evaluating the programme in Wales. The data collected has provided a strong platform on which to build and develop the programme. Previous evaluation reports are available to download here:

- [2013-14 Reading Well Books on Prescription Evaluation report](#)
- [2014-15 Reading Well Books on Prescription Evaluation report](#)
- [2015-16 Reading Well Books on Prescription Evaluation report](#)
- [2016-17 Reading Well Books on Prescription Evaluation report](#)
- [2017-18 Reading Well Books on Prescription Evaluation report](#)

## **Research specification**

We require detailed evaluation of activity in the two jurisdictions (England and Wales) as well as a summary report providing aggregated data for the programme as a whole. We are therefore accepting evaluation tenders which could adopt – but are not limited to – the following models:

- A principle evaluator managing and undertaking the entire process
  - The evaluator will produce separate reports for both England and Wales, as well as the final cumulative report, but must be able to deliver the bilingual requirements of the Welsh study.
- A principal evaluator managing the entire process, subcontracting out to a secondary evaluator the data collection and report for either England or Wales
  - The principal evaluator will produce the final cumulative report, and any sub-contracted team will be agreed upon in communication with The Reading Agency.
- Two organisations submitting a joint application
  - The evaluators will work together to author separate reports for England and Wales and will collaborate on the final cumulative report.

We expect that most organisations tendering for this work will prefer to submit with an overarching project management structure already determined; however, organisations wishing to tender for aspects of the project conducted solely in England or solely in Wales are also welcomed to apply. The Reading Agency would work in partnership with these organisations to find a suitable match and to ensure that the responsibilities between the principal team and the country-specific team are clearly outlined and agreed upon by all involved parties.

We are also happy to consider other appropriate models.

## **Overarching research aims**

The key aims of the evaluation will be to assess the impact of the programme on users, libraries, prescribers and health partners; to ascertain the reach of the programme; to determine a cost-

benefit analysis of the scheme as a health intervention; and to evaluate the impact of the scheme being made available bilingually in Wales.

Key tasks will include:

- Conducting quantitative and qualitative research on the Reading Well Books on Prescription scheme
- Analysing and reporting on data and feedback related to the Reading Well Books on Prescription scheme for the final cumulative report
- Advising on the development of survey tools to generate prescriber and library data about the use and impact of the scheme
- Drawing comparisons between data in England and Wales and presenting identified trends
- Reviewing the methodology used in the past and making general recommendations for future approaches that will effectively capture the high-level data needed to evaluate the programme as a whole, while retaining the ability to analyse localised trends

### **Methodology**

Details of existing tools are provided below, and we expect that both quantitative and qualitative methods will be required. Suppliers are, however, invited to be bold and innovative; if they have suggestions for an enhanced or alternative approach for the current evaluation that can be accommodated within the budget, they should present this in their proposal.

While all programme strands should be considered more generally, particularly in terms of reach, the evaluation focus in England will be the updated booklist for the Reading Well Books on Prescription for mental health relaunch. In Wales, the evaluation focus will be the Reading Well Books on Prescription for dementia scheme.

Annual evaluations for Reading Well in England run over the financial year, but as the scheme was first launched in Wales in July 2018, the report for Wales will collect data based on the first 12 months of the programme (i.e., August 2018 to end of July 2019). For the cumulative report, this will be combined with regular financial year data for the programme in England.

The successful applicant(s) will be given full access to data collected directly by The Reading Agency. The analysis and reporting of this data will be central to the success of the evaluation. We anticipate that all data generated from the range of evaluation tools will be triangulated and the results presented cohesively, responding to the research specification set out above.

High-level data collected across both schemes will include:

- User feedback on how useful the scheme has been in helping people to understand and manage their particular health condition(s)
  - collected via online surveys and feedback postcards distributed through libraries
- Library book issues used to calculate reach
  - collected from individual library authorities by The Reading Agency

Detailed data about the use and impact of the newest Reading Well for mental health scheme in England and the Reading Well Books on Prescription for dementia scheme in Wales will be collected via surveys from:

- Public libraries
- Health professionals recommending/prescribing Reading Well titles to service users

We envisage that data will be collected via online survey from libraries and prescribers and via both online and hardcopy surveys from users, as we have found in previous evaluations that users of the dementia scheme are less likely to complete online forms. Researchers should advise on numbers needed to have a statistically representative sample from which to draw conclusions. The Reading Agency will meet the costs of printing and distributing hardcopy feedback forms including pre-paid postage and inputting the data from returned postcards.

### **Existing tools**

Existing tools for the collection of both high-level and focused data include:

- An established Theory of Change
  - A copy of the existing Theory of Change is attached as Appendix 1.
- Short user survey for each scheme, which can be adapted by the commissioned evaluator
  - This will be distributed and promoted by The Reading Agency both in hardcopy and online (SurveyMonkey). Hard copies are on display in libraries and placed in the books themselves by the library services and include pre-paid return postage.
  - Past online evaluations have garnered the lowest response rates for the dementia scheme, so provision of paper surveys is necessary for capturing a wider response.
- Book issues data for the calculation of reach
  - The data is collected by The Reading Agency from British Library PLR data for England and directly from library services for Wales.
- Health professionals survey to address experiences of recommending or prescribing books from the scheme
  - The survey will be shared online by both The Reading Agency and library services to health professionals using the scheme, including GPs, Child and Adolescent Mental Health Services (CAMHS) and dementia care providers.
- Library survey to address experiences of delivering the scheme, how it has been useful and how it could be improved
  - This survey will be distributed by The Reading Agency via email to participating library services and other relevant networks through an existing mailing list.
- Sales data for the Welsh-language titles translated for the scheme
  - Data will be provided by Welsh Books Council.

As noted, The Reading Agency will manage directly the following: the distribution, collection, and data entry of the user feedback forms; the collection of book sales data; and the collection of library book loans. Raw data will be sent to the evaluation team, who will then analyse the data and incorporate the results into the final evaluation.

### **Key considerations for the Welsh evaluation report**

For the evaluation of the scheme in Wales, key factors for consideration that have not been present in previous evaluations in England include, but are not limited to:

- The impact of the scheme being made available bilingually and, particularly, the impact on Welsh speakers' ability to access this health information in the Welsh language
  - Consideration could also be made of the impact of the scheme on the broader Welsh-language publishing sector.

- The impact of the book collections and supporting materials being made available free of charge for all library authorities across Wales
  - In contrast, English library authorities participating in the scheme purchase book collections and supporting promotional materials out of their own budgets.
  - Consideration of this aspect will also need to be accounted for in the cost-benefit analysis of the scheme in Wales.
- The impact of distributing material directly to prescribers, and of building direct contact with health professionals facilitated by the Welsh Government
  - In contrast, the method of distribution varies by library authority in England.
- Loan data for the Welsh-language book collection
  - As translated books supporting the scheme are being made available in batches over the year, data collection will focus on the three titles available since the launch of the scheme.
- Sales data for the Welsh-language book titles collected from the Welsh Books Council

### **Translation considerations**

For the evaluation of the scheme in Wales, all user, library and prescriber surveys will need to be produced bilingually in English and Welsh. In line with our commitment to ensure accessibility, the commissioned team should also make arrangements to have both the Wales-specific report and the cumulative final report translated and made available in both English and Welsh. For the avoidance of doubt, qualitative responses in Welsh will need to be translated into English for the English-language version of the report, and any English-language qualitative responses will need to be translated into Welsh for the Welsh-language version of the report.

Alternatively, if the commissioned team is not prepared to make arrangements for the translation of work, The Reading Agency can separately commission all translation work. The cost of this translation work will be removed from the overall budget for the evaluation project and reallocated accordingly. Any proposals intending to request that The Reading Agency organise all translation needs should clearly state their intentions in their tender and account for this reduction in the overall total budget for the project.

### **Project timetable**

The commissioned evaluators will need to provide progress updates to The Reading Agency on a regular basis throughout the project. The following is a proposed timetable for the project:

<b>Timetable</b>	<b>Milestone</b>
22 March 2019	Contract awarded
April-May 2019	Tools formalised
April-July 2019	Data collection period
July-August 2019	Analysis of data

August 2019	Draft reports (date to be confirmed)
September 2019	Final reports
October 2019	Dissemination of key findings by The Reading Agency and Libraries Connected

## Intended Outputs

The following outputs are required:

- One report on the programme in England (English language only)
  - This report should broadly assess the impact of the 4 schemes running in England (mental health, dementia, long term conditions and young people), with a focused analysis of the updated mental health booklist.
- One report on the programme in Wales (English- and Welsh-language versions)
  - This report should assess the impact of the dementia scheme.
- One overarching final report (English- and Welsh-language versions)
  - This should be a cumulative report comparatively analysing the findings from both England and Wales.
- One infographic summarising the key findings of the report (English- and Welsh-language versions)

## Final report

The final report should include:

- Executive summary
- Full analysis of all findings, making connections between results in both countries
- Analysis of cumulative data, detailing total reach across England and Wales
- A cost-benefit analysis of delivering the scheme in each country
- Conclusions and key recommendations

## Budget

**The total maximum budget available for this research project is £22,000 inclusive of VAT\*.**

Tenders should set out a payment schedule related to key milestones and should clearly specify whether they are bidding singly (for either the entire evaluation or for one country's data collection and report) or jointly.

Depending on the project management structure, the budget may be distributed in one of several different manners. If one organisation manages the entire process, they will be awarded the full budget to cover the work in both countries, including any subcontracted organisations (e.g., for data collection in Wales and/or translation). If two organisations make a shared application, this will be split between the two according to the budget laid out by the joint tender submission. If an organisation would like to make a bid for only the portion of the evaluation pertaining to England or Wales, the budget will be split accordingly, with approximately 55% (£12,000) going to the principal team (i.e., the team managing the process and writing the cumulative report) and 45% (£10,000) to the team providing country-specific evaluation and support.

**\*As noted in the Translation Considerations, if the evaluation agency is unable to provide the necessary translation work, the budget for this provision will be removed and reallocated by The Reading Agency.**

## **Costs**

Costs should be itemised under the following headings:

- Salary costs for each project team member to be involved in fulfilling the contract (along with the daily rate and number of days input for each project team member)
- Other administrative costs
- Travel and subsistence
- Translation
- Overheads (if applicable)

Costs should be inclusive of VAT and state whether VAT is chargeable. Full cost details of any proposed sub-contracts and how these will be managed should be included.

## **Timetable**

The timetable for the tendering process is as follows:

- Tenders invited: w/c 4 February 2019
- **Submission deadline: 12 March 2019**
- Interviews: 20 March 2019
- Project commissioned: 22 March 2019

**The closing date for receipt of tenders is at 5 p.m. on 12 March 2019.** A full electronic copy of the tender, including any annexes and supplementary material, in MS Word or PDF format should be emailed to [annie.robinson@readingagency.org.uk](mailto:annie.robinson@readingagency.org.uk)

Responses to the invitation to tender will be shortlisted and the relevant organisations will be notified and invited to interview at The Reading Agency's offices in London on 20 March 2019. If those invited to interview are unable to attend in person, the option will be available to interview by phone or video conference.

**The contract will be awarded by 22 March 2019** and work will commence immediately.

Any enquiries should be directed to Annie Robinson, Programme Manager, Reading and Health: [annie.robinson@readingagency.org.uk](mailto:annie.robinson@readingagency.org.uk)

## **Shortlisting procedure**

Tenders will be evaluated on best value for money. This will be judged on the basis of:

- How well the tender responds to the brief and the robustness and suitability of the proposal
- Relevant skills and experience of the research team, including track record of producing similar work of a high quality and to deadline



- Level of understanding of the research topic, including of the national context in both Wales and England
- The adequacy and quality of proposed project management, including provisions for the production of separate and cumulative reporting
- The adequacy and quality of risk management arrangements
- Overall costs, including those to be used for translation

Tenders should therefore provide the following details:

- Details of proposed project management structure
- Details of the proposed methodology
- Relevant information about the organisation
- The names and relevant experience, in terms of subject knowledge and skills, of those involved
- Staff time commitment to the project (in days)
- Timetable
- Arrangements for administration of the project
- Costs including research time and day rates

## Tender requirements

**Staff:** The research team should have a high level of expertise and significant experience in conducting similar pieces of work, with relevant or transferable knowledge about the evaluation of arts and health programmes. Tenders should demonstrate understanding of the national context for this evaluation, particularly in light of work conducted in Wales.

Additionally, due to the bilingual nature of the programme and evaluation process, at least one member of the research team working on the Welsh report should have Welsh-language proficiency if the translation work is to be managed internally. Tenders should describe the skills and experience of each individual (attach brief CV) and their expected contribution.

**Risks:** Tenders should clearly set out the key risk factors for the success of the project and a proposed risk management approach.

**Ethics:** Tenders should address any anticipated ethical issues and problems and how these will be dealt with. Users of the scheme may be vulnerable people and this should be considered by the evaluators.

**Data protection and informed consent:** Contractors shall comply with all the provisions and obligations under the Data Protection Act (2018), including the principles set out in the General Data Protection Regulation (GDPR) and other related legislation.

# DARLLEN YN WELL

# READING WELL

## Appendix 1: Theory of change

