OUTLINE SPECIFICATION

**Well Skelmersdale Consultancy**

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# **1.0 BACKGROUND**

Well Skelmersdale is a Well North pathfinder site which is about the local people who live in the heart of the Skelmersdale community day in day out.

Well Skelmersdale’s goal is to create the conditions that allow the people of Skelmersdale to reach their full potential. It is about aiming high and creating healthy environments for healthy living. These are environments that foster better conditions in which to live, learn, work, play, grow, and socialise.

Well Skelmersdale is focused on unleashing the potential in the residents and the place.

Well Skelmersdale is a vibrant, diverse and growing collaboration across community, voluntary, faith, charitable, business, enterprise and public sectors focused around the same goal and with the same commitment to ensure we achieve what we set out to do. It’s about raising aspiration, mobilising leadership and intelligent partnerships.

It’s about backing people who do real things that make a difference.

All of this is being done with Skelmersdale communities at the forefront, providing the ideas, the solutions, the momentum, the leadership, and above all the natural passion to change.

**Skelmersdale** is a town in [West Lancashire](https://en.m.wikipedia.org/wiki/West_Lancashire), England, on the [River Tawd](https://en.m.wikipedia.org/wiki/River_Tawd), 6 miles (10 km) west of [Wigan](https://en.m.wikipedia.org/wiki/Wigan), 13 miles (21 km) northeast of [Liverpool](https://en.m.wikipedia.org/wiki/Liverpool) and 15 miles (24 km)southwest of [Preston](https://en.m.wikipedia.org/wiki/Preston,_Lancashire) and has a population of 38,000 residents.

The town borders the village of [Upholland](https://en.m.wikipedia.org/wiki/Upholland) to the east, eventually leading into the [Wigan](https://en.m.wikipedia.org/wiki/Wigan) area of [Greater Manchester](https://en.m.wikipedia.org/wiki/Greater_Manchester), West Lancashire's administrative centre [Ormskirk](https://en.m.wikipedia.org/wiki/Ormskirk) to the north-west, and Saint Helens to the south. The M58 runs through Skelmersdale.

The New Town is the larger eastern half of the town, the Old Skelmersdale Town is the smaller portion to the west.

Skelmersdale was designated a [New Town](https://en.m.wikipedia.org/wiki/New_towns_in_the_United_Kingdom) in 1961, designed to house overspill population from the north [Merseyside](https://en.m.wikipedia.org/wiki/Merseyside) conurbation. The town itself is a hive of urban activity with a number of industrial estates and shopping areas, yet is surrounded by attractive wooded valleys and cloughs with plenty of wide green open spaces.

# **2.0 SCOPE**

NHS West Lancashire Clinical Commissioning Group (CCG) is the statutory body responsible for holding and managing the Well Skelmersdale budget. NHS West Lancashire CCG, on behalf of the Well Skelmersdale pathfinder and partner organisations wishes to engage a SINGLE consultancy organisation to lead three major related schemes which the work must be completed by no later than September 2020:

1. **Scheme 1**

To support Well Skelmersdale and West Lancashire Borough Council by providing business consultancy to identify and secure high profile, wealth generating businesses that are willing to invest in the town centre of Skelmersdale to assist regeneration of the local economy and the employment of people who live in Skelmersdale.

1. **Scheme 2**

To provide design consultancy, working with local people, local businesses and committed investors identified via scheme 1 above to reimagine the potential of a new town centre for Skelmersdale which must be fully costed, affordable within realistic revenue and deliverable by December 2020

1. **Scheme 3**

To create a programme to unleash science capital across Skelmersdale and particularly to raise aspiration of local children and their parents in Science, Technology, Engineering and Maths (STEM) subjects. This will involve arranging high profile science events to encourage children from Skelmersdale secondary schools to study STEM subjects to a higher level. The most important part of this work will be for the successful consultancy to work with all relevant partners to create a legacy of integrated programme of science, arts and health education which continues on a sustainable, lasting for at least 10 years after the high-profile science events.

The CCG is unable to accept any day rates which are in excess of £400 per day. Reasonable and justified travel and subsistence costs would be considered.

# **3.0 DELIVERY, EVALUATION AND BENEFITS**

The initial contract will be run or a period of 1 year plus 3 months. The 3-month period will be used to evaluate the project’s success. There will be an option to continue for a further year should the CCG agree the case for continuation.

The maximum affordability envelope for this opportunity is £88,000 exclusive of VAT.

Data collection will be agreed based on the outcomes articulated in local aspirations for improvement in economic factors, education, health and wellbeing.

Reporting of the outcomes will be aligned to the agreed project plan.

# **4.0 ESSENTIAL REQUIREMENTS**

**NOTE: All supplier are expected to meet as a requirement the essential requirements set out in the table below referenced 4.1 to 4.6**

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| **Reference** | **Category** | **Requirement** |
| 4.1 | Project management | 1. Establish a system wide programme board to include decision makers from across all key organisations across Skelmersdale (to include health, social care, education, voluntary groups, business leaders). 2. Provide named programme leads to oversee programme governance 3. Scope work programme aligned to 3 system requirements, agreeing governance, measures and reporting in line with CCG requirements. 4. Consult with all segments of the community, considering the hard to reach communities. 5. Develop a leadership model based on a community approach that will engage the local system (health and social care professionals, patients and carers) in community driven change and grass roots improvements. 6. Deliver programme within agreed financial envelope. 7. Understand the current priorities of key stakeholders, providing clear aims and objectives for all organisations involved in the programme. 8. Articulate the projection of capital and revenue funding required to reimagine the town centre of Skelmersdale and which will identify and present various funding opportunities available to support the project. |
| 4.2 | Delivery against health and social care delivery plans (national and local) | 1. Provide framework for delivery aligned to national requirements outlined in the Long-Term Plan. 2. Provide a framework for delivery aligned to the local requirements outlined in the CCG’s IDF and the local borough councils vision for health and social care improvements. 3. Align plans to the to the aspiration currently described for Skelmersdale i.e. Science Park, Incubator Space and Innovation District. |
| 4.3 | Engaging the system | 1. Agree key stakeholder (organisations and lead individuals) from across the system to include established partners from education, health, social care, police and criminal justice. 2. Uncover new stakeholders (small business owners, digital and tech companies) who will engage with the work programme and support (with finance or skills development) the vision for the future of Skelmersdale. 3. Deliver an engagement programme (delegates, agendas, session overviews, objectives) to co-design the vision for the future of Skelmersdale. This co-production should capture the views of the community, local businesses, CVFS, established and new stakeholders and focus on a wellbeing approach 4. Deliver a communication plan that articulates the vision for the future, sharing objectives and outcomes developed in partnership with the community. 5. Raise the profile of Skelmersdale as an exemplar for regeneration across the North of England. 6. Embed local assets alongside new infrastructure when developing the improvement programme. 7. Enable stakeholders to develop, deliver and implement a science (STEM), arts and health education programme inspiring the next generation of school children and raising aspirations for the future. 8. Work with all educational institutions, NHS organisations and private industry across Skelmersdale to develop a legacy for educational excellence, supporting the CCGs ‘Grow Your Own..’ and embed a technology enabled workforce into the next decade. |
| 4.4 | Implementing Innovation | 1. Identify funding stream (NHS, social care, government initiatives, education, lottery funding, Innovate UK etc.) and submit bids to secure finances. 2. Work with innovation agencies/organisations (i.e. AHSNs, Academy of Fab Stuff, exemplar sites etc) to investigate new ways of working, bringing learning and best practice into the programme |
| 4.5 | Evaluation | 1. Collect and reporting outcomes aligned to the agreed project plan. 2. Agree outcomes based on delivery of WLCCGs aspirations for improvement in economic factors, education, health and wellbeing. 3. Deliver case studies to articulate improvements in economic factors, education, health and wellbeing. |
| 4.6 | Information Sharing Agreements | 1. The supplier shall comply with the CCG and stakeholders to ensure that appropriate information sharing agreements are in place allowing access the relevant information in order to deliver a safe and effective service. 2. Informed consent must be sought for record sharing and full compliance with all data protection regulations and GDPR must be complied with in every case. |

# **5.0 OTHER REQUIREMENTS**

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| **Reference** | **Category** | **Requirement** |
| 5.1 | Branding and Advertising | 1. It is expected that the supplier will have permission to use the NHS Services Logo. 2. The supplier must not host any commercial advertising. |
| 5.2 | Service Performance and Quality Standards | 1. The service performance and quality standards must include:    1. Quarterly meetings of the programme board to oversee progress;    2. Monthly project updates;    3. Monthly highlight reports on project progression. |
| 5.3 | Outcome Measures | 1. The CCG will work with the supplier to jointly agree a range of Outcome Measures which are expected to include progress against agreed project plans for the 3 agreed schemes |
| 5.4 | Mobilisation | 1. The CCG expects to have received a fully detailed mobilisation plan from the successful supplier within 2 weeks of the contract being signed. The mobilisation plan needs to ensure that the service meets key milestones. |