



## Pre-Tender Market Engagement

### CPD4124064 - Family Voice Increasing Family Input into Local Service Delivery and National Policy

**Authority:** The Department for Levelling Up, Housing and Communities (DLUHC), the Department for Work and Pensions (DWP), the Department for Education (DfE), the Department for Health and Social Care (DHSC) (“the Authorities”).

**Date Response required:** 5:00pm on 3<sup>rd</sup> January 2023

## 1 PURPOSE

- 1.1 This Pre-Tender Market Engagement (PTME) seeks information in preparation for the potential procurement of a Supplier (from herein referred to as a “**Potential Supplier**”) to take forward two linked workstreams for the Family Voice Project:
  - 1.1.1 The first is the identification and promotion of effective routes for families within a Local Authority area to influence local service delivery across family support and early help for disadvantaged families at a local authority area level;
  - 1.1.2 The second is the development, and running of, a network of groups, at local, regional and national level which will feed the voices of families who need or have used family support and early help services into 5 national (England) funding programmes – Supporting Families, Family Hubs, Start for Life, Family Nurse Partnership and Reducing Parental Conflict (‘the programmes’).
- 1.2 The purpose of this PTME is to:
  - 1.2.1 help define the requirement;
  - 1.2.2 help provide a better understanding of the feasibility of the requirement;
  - 1.2.3 understand the best approach;
  - 1.2.4 understand the capacity of the market to deliver and possible risks involved; and
  - 1.2.5 provide the market with an opportunity to ask questions, raise queries and any issues to be addressed at an early stage.
- 1.3 The Authorities shall maintain commercial confidentiality of information received during the PTME.

## 2 INTRODUCTION

- 2.1 The programmes aim to ensure families receive the right support at the right time, to prevent escalation of issues and thereby avoid significant demands on services further down the line.
- 2.2 The Department for Levelling Up, Housing and Communities (DLUHC), Department for Education (DfE), Department for Work and Pensions (DWP) and Department of Health and Social Care (DHSC) provide funding to upper tier Local Authorities (LAs) who work in partnership with health, justice, housing and voluntary and community sector colleagues to deliver the programmes locally to support families.
- 2.3 Whilst aligned, the programmes do have more specific aims and bases:
  - 2.3.1 [The Supporting Families programme](#) within DLUHC and DfE aims to provide whole family support for families with multiple and complex needs.
  - 2.3.2 [The Family Hubs and Start for Life programmes](#) within DfE and DHSC will fund a network of Family Hubs, perinatal mental health support services, infant feeding services, parenting programmes, home learning environment support, establish parent

and carer panels, and for LAs to publish their Start for Life Offer to enable LAs to provide support to families.

- 2.3.3 [The Reducing Parental Conflict \(RPC\) programme](#) within DWP aims to help families minimise the negative impact of conflict on their children by building the evidence base and supporting LAs to coordinate training, delivery and evaluation of parental conflict support.
- 2.3.4 [The Family Nurse Partnership \(FNP\) programme](#) within DHSC is an evidence-based, public health programme for vulnerable first-time young mothers (up to the age of 24) and their babies. The programme is designed to support a healthy pregnancy, to improve child health and development, and to improve parents' economic self-efficacy. The work is also focussed on increasing access to evidence-based parenting support for all vulnerable babies aged 0-2 years.
- 2.4 Although the programmes are run through different government departments with variance in their aim and target cohort, on the ground delivery is often, and should be, connected across the programmes. This is encouraged within the guidance Local Authorities and partners receive for each programme.
- 2.5 Families who require support are unlikely to differentiate between which programme is supporting them at which points, and the overall aim is to have a seamless approach to services regardless of which programme is engaged to give babies, children, young people and families the support they need at the right time in the most effective way.
- 2.6 It is already widely recognised that valuing lived experience is crucial to understanding how best to help babies, children, young people and families, and understanding both what support to provide, how, and when to provide timely support leads to later savings in reduced family crisis management responses. We, and the sector, refer to this input/feedback loop with families as 'Family Voice'.
- 2.7 Families can tell us their experience of accessing family support services and the difference it has or hasn't made to their lives. Lived experience is being emphasised more through the recent Independent Review into Children's Social Care. Local Authorities and their partners are, in many cases, already implementing various approaches to ensure that the lived experience of families informs the development of their local programmes.
- 2.8 Family Voice is important for local strategy making. Without families' input, local system change will tend to overlook the complexities of families' experiences, drift into complacency and recycle previous approaches. People with lived experience are able to bring different perspectives to challenge the system, highlight its failures, and give fresh ambition for how the system could be changed for the better. Where Family Voice is taken seriously in individual services and across the system, we expect to see that services will become more accessible, flexible and effective at delivering the outcomes required for families.
- 2.9 As well as driving service improvement, we also know that disadvantaged families often feel disempowered when they encounter some professionals working in children and family services. Engaging families in service design and taking their feedback seriously give families back their 'voice' and can help develop a positive cycle of empowerment and agency.
- 2.10 Recent analysis by the Supporting Families Delivery Team has found that, whilst some areas are delivering innovative and effective approaches to involving lived experience and Family Voice, in service and system design, many areas have struggled to either prioritise, deliver or sustain effective approaches.
- 2.11 To ensure the programmes are being designed and delivered as effectively as possible, it is important that family experiences feed into each programme in a systematic way and that local areas are supported to work with families - both in terms of establishing mechanisms (forums, community groups etc) to gather and hear their voices, and governance structures to feed those voices into strategic and business thinking.

### **3 HIGH LEVEL OUTLINE PROJECT OUTCOMES REQUIRED**

#### **National Workstream Objectives**

- 3.1 To establish contact, via existing or new groups or forums, with families with a range of lived experiences, to enable their voices to be heard, and devise mechanisms (forums, panels, community groups etc), to feed their voices into the current delivery and future design of the programmes. We anticipate this would be at least 100 groups to represent a minimum of two thirds of the Local Authority areas.
- 3.2 Using the groups/forums/other interaction with families, the project will enable the voices of families to be used to inform the development and delivery of the programmes in 2023-2025.
- 3.3 The project will also provide opportunity for the voice of families to inform the design and focus of any successor programmes to, or continuation of, the programmes from 2025 onwards.
- 3.4 This workstream also aims:
  - 3.4.1 To identify methods of capturing family voice which are already working well and use this to establish common good practice across all the programmes, and improve parent, carer and family engagement.
  - 3.4.2 To monitor and evaluate the impact family voice improvement work has on the programmes.

### **Brief Scope of National Delivery Workstream**

- 3.5 Develop and facilitate local (local authority level), regional (North West, North East, East Midlands, East of England, London, South East, South West, West Midlands, Yorkshire and the Humber), and national (England), referencing groups which are interconnected, and together form a family voice network. The groups would include representation from all programme groups (as per 2.3), to ensure the views of families across all programmes are represented with the purpose being to share best practice on how family voice is developed and key insights from the family voice work
- 3.6 Create panels and meetings, building on existing local and regional groups, or creating new groups for families to give their view about the programmes, and the help they have received.
- 3.7 Propose measures for how they (the provider and LAs) will monitor and ensure diversity across families participating in Family Voice and assess the diversity and inclusion within the groups.
- 3.8 Work with both the national programmes and the family voice network to identify themes or issues to be explored throughout the year by LAs. Themes could include special educational needs, mental health, access to support, skills of the workforce etc.
- 3.9 Meet together on a quarterly basis (culminating in national network gathering which could take the form of a national event with representatives from all parts of the network), collating the views, ideas and recommendations of families with lived experience and sharing these with the national programmes. The national programmes would have a transparent relationship with the network, being clear what can be done in response to the recommendations shared and where possible provide feedback to networks and family members on actions taken as a result of consultation undertaken with them.
- 3.10 Meetings and panels should be structured to allow local referencing groups to feed into regional groups, which feed up into the national groups for programme development.
- 3.11 At least one panel meeting per quarter at national level should focus on children aged 0-2 with either pregnant women (or partners) or parents and carers who have a child under the age of 2.
- 3.12 A young people's group panel should be established to gather the specific views of children and young people, to provide engagement separate from their parents.
- 3.13 Panels should consider not only parent-child relationships, but also the inter-parental, inter-sibling relationships and wider family relationships when exploring topics.
- 3.14 Develop and maintain training and support for family voice network group members in regard to their engagement with this project.

- 3.15 Work with both the programmes and the family voice network to identify themes or issues to be explored.
- 3.16 Develop a central website for the network to share resources and provide a location for central records of conversations and activities.

### Local Workstream Objectives

- 3.17 To work directly with local authorities and their partners to improve the way families influence service delivery by:
  - 3.17.1 Identifying methods which capture Family Voice and use this insight to influence and develop services which are working well and use this to establish common good practice across parent, carer and family engagement to drive up practice in the programme of work, across all the programmes.
  - 3.17.2 Creating a range of good practice materials for local areas, including principles of engagement with families, how to engage effectively with different make-ups of families facing varying challenges and from different backgrounds, pitfalls to avoid, training materials, and tools for workforce development, to support their development of co-production and engagement of people with lived experience at the local level.
  - 3.17.3 Establishing and sharing high levels of common good practice across parent, carer and family engagement to drive up quality of practice in the programme of family voice work.
  - 3.17.4 Supporting local areas to use good practice, both directly raising standards in least mature areas as well as increasing good practice across England.
  - 3.17.5 Collaborating with the delivery teams for the programmes to ensure this project is effectively coordinated with and supporting other workstreams.

### Brief Scope of Local Delivery Workstream

- 3.18 Three levels of support will be provided:
  - 3.18.1 **Direct support and facilitation** – for those areas furthest behind with family voice, the provider will offer direct and intensive support. We anticipate the provider would support 20 areas over the year, with the duration, frequency, and intensity of support depending on the individual areas need.
  - 3.18.2 We anticipate that direct support would involve reviewing current strategies and approaches, providing recommendations for improvements, and drawing upon existing groups to provide support.
  - 3.18.3 **Workshops, training and workforce development:**
  - 3.18.4 For areas who have made some progress, the provider would offer one-off or short-term training through engagement with mature areas, making the most of existing good practice.
  - 3.18.5 The provider will also link in with the Family Voice Peer Support Groups established for Local Authorities through the Supporting Families Programme and use them to identify weaknesses, or challenges within local areas in regards to Family Voice and feed this back into the wider Family Voice work, both locally, and nationally. These Peer Support Groups have been set up for areas who have self-identified that Family Voice is an aspect of their practice they want to prioritise improving.
  - 3.18.6 **Good practice guides and toolkits:**
  - 3.18.7 The provider would develop a common question set for local authorities and partners to use to gain feedback.
  - 3.18.8 The provider will develop good practice guides working with stronger areas and share these across all areas in England.

- 3.18.9 The provider will also use the Family Voice Peer Support Groups to test ideas and solutions and to distribute good practice guides and toolkits identified and developed through the wider Family Voice work.

## 4 OUTPUTS/DELIVERABLES

### National Workstream

- 4.1 Produce quarterly reports outlining the findings of the national network, focusing on the theme each quarter, and feeding this into the national steering group. In addition, attendance at review meetings to present findings will be required where necessary.
- 4.2 A report in September 2024 with key learning points from the National Service Delivery Workstream along with recommendations around how support should be provided to families in the future. We would anticipate this would run to at least 10 pages and be structured by themes explored but also include other findings, including feedback at a programme level.

### Local Workstream

- 4.3 **Compile an initial report** for officials within 6 months on best practice in family voice across England, using those scoring highly in their [Early Help System Guide](#) (EHSG) self-assessment, reflecting engagement and breadth of areas deploying varying approaches. The EHSG is made up of five key descriptor areas to assess the maturity of early help within LAs and the recent return of EHSGs shows that although some areas have made progress with their gathering, and use of, the family voice, there are still areas which have a way to go in improving this aspect of their service.
- 4.4 Following the initial report, the provider will host at least one webinar or a short series of webinars, for LAs/groups involved in the project, detailing findings and setting out future areas of focus and next steps for improvement.
- 4.5 For areas with greater need for improvement, more intensive support will be delivered. Intensive support would provide more frequent interaction and close support to areas to help them use and implement good practice advice. Quarterly review exercises would be carried out, re-assessing against the EHSG to demonstrate evidence of improvement against the family voice descriptor.
- 4.6 Deliver quarterly workshops and/or training courses for LAs and partners, building upon the initial report, and embedding new good practice. We expect this delivery to expand, starting initially with the areas in greatest need for improvement, before rolling out further to more LAs.
- 4.7 Engage with each Peer Support group that has been established for areas prioritising improvement in Family Voice, attending each group at least quarterly, or more frequently where possible.
- 4.8 Production, testing and distribution of at least four substantial good practice guides/examples per year for local areas. It may be asked for these to align with findings from the Children's Commissioner Family review or Independent Review of Children's Social Care.

## 5 KEY DATES & TENDERING PROCESS

- 5.1 If it is decided this service is required, it is anticipated that a procurement may start in January 2023 with the contract to commence April 2023. These indicative dates are for information purposes only. DLUHC reserve the right to amend these dates at any time, and Potential Suppliers rely on them entirely at their own risk.
- 5.2 The contract is expected to run until end March 2025.

## 6 RESPONSE



**6.1 Please respond by email to [commercialtenders@levellingup.gov.uk](mailto:commercialtenders@levellingup.gov.uk) with the following by 5pm on Tuesday 3<sup>rd</sup> January 2023 (the “Response Deadline”)**

- Q1 Would you be interested in bidding for this project?
- Q2 Do you believe the project is deliverable in the timeframe proposed?
- Q3 Is the ask from the departments clear?
- Q4 The total project spend until March 2025 will be **£470k** - do you believe it is feasible to deliver the work specified?
- Q5 Does the proposed value of the contract seem fair?
- Q6 DLUHC intends to include a number of performance measures directly linked to the Outputs and Deliverables (Section 4) - how would you propose to ensure quality output? Which metrics and key performance indicators would incentivise you?
- Q6 At least 10% of the contract will have to be a direct contribution to social value policy outcomes (going beyond what the core of the contract achieves). The Social Value Model sets out a range of themes. How would you maximise return on the themes listed below? Do you think you could deliver other outcomes from the [Social Value Model](#)?

Possible Themes:

- **Help local communities to manage and recover from the impact of COVID-19**, specifically, supporting people and communities to recover, and using that community voice to inform the project.
- **Improve health and wellbeing**, specifically, through influencing support and wellbeing in communities.
- **Improve community integration**, specifically, through engaging with the local community, and demonstrating collaboration with users and communities in the co-design and delivery of the contract.

## **7 QUESTIONS AND CLARIFICATIONS**

- 7.1 Potential Suppliers may raise questions or seek clarification regarding any aspect of this PTME document at any time prior to the Response Deadline. Questions must be submitted by email to [commercialtenders@levellingup.gov.uk](mailto:commercialtenders@levellingup.gov.uk) only. Please ensure you use the following reference in the email subject line – **CPD4124064 Family Voice.**
- 7.2 To ensure that all Potential Suppliers have equal access to information regarding this PTME exercise, responses to questions raised by Potential Suppliers will be published in a “Questions and Answers” document, which will also be circulated by email, with updates appearing at regular intervals (approximately two to three working days).
- 7.3 Responses to questions will not identify the originator of the question.
- 7.4 If a Potential Supplier wishes to ask a question or seek clarification without the question and answer being revealed, then the Potential Supplier must state this in their email and provide its justification for withholding the question and any response. If the Authority does not consider that there is sufficient justification for withholding the question and the corresponding response, the Potential Supplier will be invited to decide whether:
- 7.4.1 the question/clarification and the response should in fact be published; or
- 7.4.2 it wishes to withdraw the question/clarification.

## 8 GENERAL CONDITIONS

- 8.1 This PTME will help the Authority to refine the requirements and to understand the potential level of interest in the delivering requirements. It will also aid Potential Supplier's understanding of the requirements in advance of any formal competitive tender exercise.
- 8.2 The Authority reserves the right to change any information contained within this PTME at any time, and Potential Suppliers rely upon it entirely at their own risk.
- 8.3 The Authority reserves the right not to proceed with a competitive tender exercise after this PTME or to award any contract.
- 8.4 Any and all costs associated with the production of such a response to this PTME must be borne by the Potential Supplier.
- 8.5 No down-selection of Potential Suppliers will take place as a consequence of any responses or interactions relating to this PTME.
- 8.6 The Authority expects that all responses to this PTME will be provided by Potential Suppliers in good faith to the best of their ability in the light of information available at the time of their response.
- 8.7 No information provided by a Potential Supplier in response to this PTME will be carried forward, used or acknowledged in any way for the purpose of evaluating the Potential Supplier, in any subsequent formal procurement process.