SPECIFICATION

**Mayor of London’s Healthy Early Years London and Healthy Schools London programmes**

**Commencement Date:** December 2022

**Completion Date:** March 2024

### 1 Introduction

The Greater London Authority (GLA) is seeking to appoint an organisation or a consortium of organisations to manage the delivery of and refresh the Mayor of London’s Healthy Early Years London and Healthy Schools London programmes.

The contract will be to manage the delivery of the programmes in their current form for the next academic year (until August 2023), alongside refreshing them for a second phase of delivery from September 2023.

* 1. **Healthy Early Years London (HEYL)**

The Mayor of London’s Healthy Early Years London awards programme was established in 2018. It is a key ambition of [‘Better Health for Londoners’, London’s Health Inequalities Strategy](https://www.london.gov.uk/what-we-do/health/have-your-say-better-health-all-londoners) and is targeted at London’s 13,000+ childcare settings, with the aim of setting a new industry standard and tackling health inequalities across the city at the earliest opportunity in a child’s life.

See Annex 1 for further information or visit [www.london.gov.uk/healthy-early-years-london](http://www.london.gov.uk/healthy-early-years-london)

* 1. **. Healthy Schools London (HSL)**

The Mayor of London’s Healthy Schools London awards programme was established in 2013. It provides a framework for schools to address health and wellbeing issues and supports London schools to create an environment and culture that helps their pupils to be healthy. All schools across every borough are eligible to join the programme.

See Annex 1 for more information or visit <https://www.london.gov.uk/what-we-do/health/healthy-schools-london/awards/home>

1. **Project description**
	1. The project is divided into two phases. The first phase is running HSL and HEYL in its current form for the remainder of the 2022/23 academic year. Alongside this the successful bidder will need to work with the GLA to refresh and align the programmes within a new regional partnership, for re-launch in September 2023. The successful bidder will be expected to work alongside other Mayoral and wider partners’ initiatives related to child health e.g. [School Superzones](https://www.london.gov.uk/sites/default/files/superzones-_final.pdf).
	2. Activities for both of these phases are listed below.

Activities related to phase one include, but are not limited to:

* Maintaining and processing applications for providers already on the programmes;
* Responding to queries from borough leads and other stakeholders;
* Managing communication with borough leads through inbox management;
* Provide training and support to borough leads where necessary;
* Managing quality assurance processes for the awards;
* Encouraging new providers to enrol onto the programmes;
* Organising and running of termly share and learn sessions for borough leads to share priorities, updates and learning and an end of year celebration event;
* Supporting GLA colleagues with corporate tasks such as Mayoral Questions and;
* Maintaining and updating the programme websites where necessary; and maintaining and updating digital resources.

Activities related to phase two include, but are not limited to:

* Supporting the GLA in the establishment of a regional partnership to reduce child health inequalities across London. Activities may include organising meetings, taking minutes and feeding discussion into the refresh of both programmes;
* Working with the GLA to refresh the programme content using the recommendations from the 2022 review and steer from regional partners;
* Strengthening links with health system including school nurses and NHS Integrated Care Boards;
* Developing a communication and engagement strategy which includes both boroughs and providers on the programmes;
* Promoting wider opportunities that can benefit school and early years settings in reducing child health inequalities;
* Work with the GLA to develop an approach to collecting, analysing and sharing data to facilitate discussion and support the networks;
* Developing a focus on deprived areas, increasing the number of schools and early years providers offering the programmes in these areas;[[1]](#footnote-2)
* Working with the GLA to re-build an aligned and improved website for both programmes, and;
* Continuing to provide the programme management tasks as described in phase one for the newly refreshed programmes.
	1. The refresh to a partnership approach must be complete in order for the programmes to re-launch for a new phase of delivery in September 2023.
	2. The GLA is committed to promoting the highest standards of evidence and evaluation. The GLA will expect the programmes to be independently evaluated. The successful bidder will be expected to demonstrate how this will be achieved.
1. **Aims and objectives**
	1. There are two principle aims of this contract:
		* to ensure the Mayor of London’s Healthy Early Years London and Healthy Schools London programmes are running as efficiently and effectively as possible
		* for the programmes to be aligned and part of a wider regional partnership to improve health and wellbeing and tackle child health inequalities across London.
2. **Outcomes**

Phase 1 (December 2022 – August 2023)

* A 20% increase in new or renewed Bronze awards for schools and/or early years settings across Healthy Schools London and Healthy Early Years London programmes;
* Improved communication with prospective and current education providers about the programmes and sector updates, and;
* Improved sector capacity and knowledge through regular network opportunities and best practice sharing events.

Phase 2 (September 2023 – March 2024)

* Improved regional co-ordination through a partnership of key education and health stakeholders across London to steer the delivery of the programmes from 2023;
* New refreshed and integrated HSL and HEYL programmes up and running by Sept 2023;
* Increased engagement of borough leads, schools and early years providers in the HSL and HEYL programmes;
* A single website for both programmes which is easily accessible and user friendly;
* A 25% increase in new or renewed Bronze awards for schools and/or early years settings across Healthy Schools London and Healthy Early Years London programmes;
* An increased number of HSL and HEYL providers in deprived areas of London;
* A plan for building sustainability in the networks post-March 2024, and;
* A robust evaluation developed in partnership with the GLA and regional partners.
1. **Outputs**

Phase 1 (December 2022 – August 2023)

* Organise and deliver termly meetings for borough leads and providers to network and share best practice;
* Organise and deliver an end of year celebration event in summer 2023, and;
* Produce quarterly monitoring reports, and;
* Develop an online Community of Practice forum for borough leads and provides to share best practice.

Phase 2 (September 2023 – March 2024)

* Organise and deliver termly meetings for borough leads and providers to network and share best practice;
* Organise and deliver a launch event for the refreshed programme in September 2023;
* Organise bi-monthly meetings of the advisory board, and;
* Produce quarterly monitoring reports.
1. **Background and context**
	1. The [Mayor’s Health Inequalities Strategy](https://www.london.gov.uk/what-we-do/health/health-inequalities/london-health-inequalities-strategy) (HIS) 2018-28 sets out an approach to tackling London’s health inequalities. An updated [Implementation Plan](https://www.london.gov.uk/publications/health-inequalities-strategy-implementation-plan-2021-24) for the Mayor’s HIS was published in December 2021. Integral to delivering this statutory strategy is action to address the social, economic and environmental factors that drive health inequalities – known as the wider determinants of health.
	2. The current HIS sets out a 10-year vision to make London a healthier, fairer city, where no-one’s health suffers because of who they are or where they live. The Mayor is acting on these root causes of health inequalities by including health in all his strategies and policy development, from housing to economic development to transport. The HIS has five themes: Healthy Children, Healthy Minds, Healthy Places, Healthy Communities, and Healthy Living.
	3. [Our Vision for London](https://www.england.nhs.uk/london/2019/10/01/vsion-london/) is a partnership between the NHS, the Mayor, London Councils and Public Health England (now OHID) and states the shared ambition to make London the world’s healthiest global city. It identifies ten priorities that, through collaborative and innovative working, will address the capital’s key health issues.
	4. The impact of the pandemic has significantly increased the need for action, exacerbating the existing, deep-seated inequalities across the country and within London. Some communities have already fared worse than others, including people living in more deprived areas, people working in certain occupations, and people from some Black, Asian and minority ethnic groups.
	5. The impact of the pandemic on the early years and education sector has been particularly hard, with providers experiencing a lack of resources, a fall in demand for places, staff furloughs and redundancies, and permanent and temporary closure of some settings. This has left the early years sector at a significant risk, with the greatest impacts falling on the most disadvantaged families. Evidence from national reports[[2]](#footnote-3)[[3]](#footnote-4) suggest that the pandemic had a negative impact on children’s physical and mental wellbeing as well as on behaviours and development.
	6. Just like schools, early years providers across the country have delivered crucial services during the Covid-19 crisis. Professionals in early years and school settings played a key role in the pandemic response, providing support to children and families and responding to changing priorities. Both HEYL and HSL programmes provided vital support to settings during these unprecedented times, at the same time providing a unique opportunity to gather feedback on the programmes’ functionality.
	7. The Mayor is keen to build on what has already been achieved, and to identify further opportunities to align health and other recovery outcomes. The London Recovery Board has oversight of the nine [London Recovery Missions](https://www.london.gov.uk/sites/default/files/recovery_programme_overview_-_151020.pdf), and health and wellbeing are a cross-cutting principle of the missions, which will mean health and wellbeing, and particularly health equity, are reflected across all nine missions.
	8. In 2019, the GLA commissioned an external evaluation of HEYL, carried out by Cavill Associates. This evaluation report set out a number of recommendations for improvements to the programme in order to make it more accessible for Local Authorities and to address health inequalities. The full evaluation report can be found [here](https://www.london.gov.uk/sites/default/files/heyl_year_one_evaluation_cavill_associates_final_20_dec_2019.pdf).
	9. Health Education Partnership (HEP) were commissioned in March 2022 to undergo an operational review and refresh of the two programmes to improve the functionality and interface of both programmes to support greater engagement with the programmes and bring them into alignment. They gathered feedback from stakeholders on the strengths and weaknesses of the programmes, as well as the priorities and practicalities for aligning them. This consultation was done through workshops, interviews and a survey.
	10. The outcomes of this review will be shared with the successful bidder. The successful organisation for this contract must use the recommendations of this review to refresh and align the programmes for delivery from September 2023. This will be done through a partnership model with oversight from the regional stakeholders.
2. **Core activities**
	1. The table below outlines the core activities to ensure the successful management of the two programmes.

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| --- | --- | --- | --- |
| **Deliverable** | **Activity** | **Timeline** | **Phase** |
| **Programme design and improvement** | Work with the GLA and regional partners to refresh and align the HEYL and HSL programmes.Support the GLA to establish and manage a stakeholder steering group for the refreshed programme. | December 2022 – March 2024 | TwoOne and two |
| **Comms, marketing and engagement** | Support the GLA to re-build a website for both programmes.Develop social media and website content as required.Support borough leads to bring new early years providers and schools into the programmes. | December 2022 – July 2023December 2022 – March 2024December 2022 – March 2024 | OneOne and twoOne and two |
| **Settings / borough engagement (signed up)** | Identify and deliver training and support for borough leads.Develop, organise and manage termly borough and provider network meetings (with input and approval from the GLA). Including an end of year celebration event and launch event in 2023.Manage and action individual queries from borough leads and settings. Escalate to GLA where necessary. Maintain up to date Customer Relationship Management (CRM)/ stakeholder lists. | December 2022 – March 2024 | One and two |
| **Programme management** | Award approval and certificate distribution.Inbox management. | December 2022 – March 2024 | One and two |
| **Monitoring and evaluation** | Work with the GLA and regional partners to evaluate the implementation of the refreshed programmes. Collect, analyse and share data with the GLA and networks.Reporting to the GLA, boroughs and wider stakeholders. | September 2023 – March 2024 | One and two |
| **Corporate tasks** | Budget/finance management.Provide information/content for Mayoral Questions and GLA comms. | December 2022 – March 2024 | One and two |

1. **Budget**
	1. The budget available for this work is £261,000 and the work should be delivered by the end of March 2024. The payment schedule will be agreed with the successful organisation, based on their delivery plan and upfront costs.
	2. The successful bidder will also be expected to make themselves available for an inception meeting with the GLA.

# Evaluation criteria questions

* 1. Evaluation Criteria: GLA 27240 Healthy Early Years London and Healthy Schools Programme delivery and re-design

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| --- | --- |
| Experience and team40% | **Page limit of two pages, excluding examples and CV. No more than two examples, and no more than one page per example. Each CV should be max one page. All font to be Arial, size 12.** Please describe of how this past experience will be used to ensure successful delivery of this project.Your response should also include: * Clear understanding of the project brief (including rationale, aims, objectives and requirements) and the wider policy area.
* Relevant experience in delivering similar projects - written examples provided where possible.
* Experience of engaging and/or collaborating with relevant sector stakeholders.
* Demonstrable ability to carry out the required activities that meet the project requirements.
* Details of project management arrangements for this project.
* Identification of which elements of the brief will be attributed to which consultant or employee, with rationale for where project staff will add value based on expertise and experience.
* CVs for relevant project staff to be provided.
* References from at least two organisations for any relevant work recently carried out. Where references cannot be obtained then scores will be capped at 2 out of 4.
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| Methodology and outputs35% | **Page limit of two pages, excluding any Gantt chart.** Please provide a comprehensive methodology statement, which sets out the approach which will be used to meet the aims, objectives and deliverables set out in the specification.Your response should also include: * A clearly structured and detailed delivery plan, outlining the key activities, milestones and deadlines connected with this work.
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| Capacity and Quality/Risk5% | **Page limit of two pages.**Clearly identified capacity to deliver products according to the methodology statement and delivery plan provided.Please also provide: * Details of internal quality systems and an understanding of risks and how these will be mitigated for this project.
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| Price 20% | * Pricing schedule for work with clear and detailed breakdown of all costs associated with the project (including daily/hourly rates, time spent on tasks, expenses. VAT is excluded).
* Reasonable costs associated with running the project, with consideration given to scope and scale of work and rationale for costs outlined as necessary.
* Confirmation that the project will be delivered on a fixed price costing.
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Above will be scores as per the scoring criteria mentioned in the ITT under clause 5 (Response Evaluation).

Annex 1:

**Healthy Early Years London – an introduction and overview of the programme**

Healthy Early Years London (HEYL) is an awards scheme which supports and recognises achievements in child health, wellbeing and development in early years settings.

HEYL aims to help to reduce health inequalities by supporting a healthy start to life across themes that include healthy eating, oral and physical health and early cognitive development.

HEYL complements and enhances the statutory [Early Years Foundation Stage](https://www.gov.uk/early-years-foundation-stage) framework (EYFS), adding to the focus on children, families and staff health and wellbeing.

There are 12 priority themes.

* + Social and emotional health and wellbeing
	+ Speech, language and communication
	+ Healthy eating, breastfeeding and starting solid food
	+ Oral health
	+ Home safety, accident prevention and reducing injuries
	+ Physical activity and reducing sedentary behaviour
	+ Independence in self-care and hygiene
	+ Immunisation and infection control
	+ Sustainability (active travel, recycling, energy saving)
	+ Parenting and home learning
	+ Early cognitive development
	+ Supporting children with SEND, health and additional needs
	+ Parent and staff health and wellbeing

**First steps:**

* Complete the HEYL First Steps application form
* Have full support of the leader of the setting, and have told all staff about the programme
* Inform parents about the setting’s involvement in HEYL
* Start to audit their food against the Voluntary food and drink guidelines for Early Years settings in England

**Bronze:**

* Personal development, behaviour, and welfare
* Quality of teaching, learning and assessment
* Effectiveness of leadership and management
* Complete the HEYL Bronze Award audit
* Meet all the criteria of the Voluntary food and drink guidelines for Early Years settings in England
* Most recent Ofsted report (this lets the borough lead see how the setting is using HEYL to respond to health and wellbeing-related recommendations)

**Silver:**

* Hold a HEYL Bronze Award
* Complete the HEYL Silver Award audit and meet all the criteria
* Develop an aspect of work addressing one health, wellbeing or education priority
* Identify an area of work to develop based on local priorities and staff, families’ or children’s needs (universal or targeted)
* Write the work up as a case-study/learning journal
* Submit an up to date HEYL Bronze Award audit showing all the criteria are met and a completed HEYL Silver Award audit showing all the criteria are met along with a case-study/learning journal showing the impact of the setting’s work to address one health, wellbeing or education priority

**Gold**

* Hold a HEYL Silver Award (for at least one year)
* Sustain work from the HEYL Silver Award case-study/learning journal
* Develop aspects of work on two further health, wellbeing or education priorities
* Identify two further areas of work to develop based on local priorities and staff, families’ or children’s needs
* One priority should meet the needs of a particular child or group of targeted children and one should support a whole (universal) setting approach to supporting all children’s health, wellbeing and education
* Write up this work as two case-studies/learning journals (Childminders only need to identify one priority and write one case-study/learning journal; this could be universal or targeted.)
* Submit an updated HEYL Bronze Award audit and HEYL Silver Award audit including information about how you have sustained work from HEYL Silver Award case-study/learning journal for at least one year and one targeted and one universal case-study showing the impact of the work (only one case-study/learning journal for the childminders)

**Healthy Schools London – an introduction and overview of the programme**

Healthy Schools London (HSL) is a programme that supports London’s schools to provide an environment and culture that helps their pupils grow up to be healthy happy and learn.

The programme recognises and celebrates schools that are making a difference for their pupils and their staff. The programme supports schools as they work towards these awards, with a network of local coordinators, and a range of resources, tools and advice provided through this website and regular workshops for schools.

HSL is available to all schools in all of London’s boroughs. There are three levels of Healthy Schools London award: Bronze, Silver and Gold. The tiered structure of the award is designed to help schools to progressively build on their policies and practice over time.

Examples of work in London schools includes:

* welcoming dining room environment
* increased uptake in healthy school meals
* improved cooking skills
* road safety and bike sheds
* increased walking and cycling to school
* more school sport clubs and physical activities
* increased participation in physical activity
* re-designed playgrounds
* more active playtimes
* playtime buddies
* anti-bullying and pupil voice
* mindfulness and positive relationships

**Bronze**

Awarded to schools that complete our online whole school health and wellbeing review and achieve the requirements. Schools that have current Local or Enhanced Healthy Schools Status will automatically qualify.

**Silver**

The school should already hold a HSL Bronze award. The school should then use the Healthy Schools London Silver Award Planning Template to do the following:

* Do a needs analysis that identifies action that will help pupils to achieve and maintain good health and wellbeing. These actions should include one universal action (i.e. that will affect all the pupils in the school) and one targeted action (i.e. that is aimed at a particular group of pupils in the school).
* Develop an action plan for how they will deliver these actions, that makes clear the outcomes that they are aiming for and includes milestones by which they will know they are making progress.
* Schools must submit a bi-annual Local Healthy Schools Review or Healthy Schools London Review Tool (Bronze Award) to ensure that they are maintaining HSL Silver status.

**Gold**

The school must already hold a HSL Silver award. The school should then use the Healthy Schools London (HSL) Gold Award Reporting Template that they have done the following:

* That they have achieved the planned outcomes that they set as targets to gain the Silver award. They will need to have recorded and reported this impact.
* They have demonstrated evidence of the sustainability of these change
* They have engaged with the wider community and have shared supported others to help children and young people to achieve and maintain good health and wellbeing.

Schools must submit a Local Healthy Schools Review or Healthy Schools London Review Tool (Bronze Award) every 2 years to ensure that they are maintaining HSL Gold status.

Healthy Schools London is a self-validating programme with schools submitting action plans with intended measurable outputs and outcomes as well as reports on activities undertaken. These action plans and reports will be submitted on the Healthy Schools London website who will share this information with Local Healthy Schools Leads and the Healthy Schools London Strategic Advisory Group.

1. Identified using the Income Deprivation Affecting Children Index (IDACI) [↑](#footnote-ref-2)
2. *Araújo, Liubiana Arantes de, Cássio Frederico Veloso, Matheus de Campos Souza, João Marcos Coelho de Azevedo, and Giulio Tarro. 2021. "The Potential Impact Of The COVID-19 Pandemic On Child Growth And Development: A Systematic Review". Jornal De Pediatria 97 (4): 369-377. doi:10.1016/j.jped.2020.08.008.* [↑](#footnote-ref-3)
3. *Tandon, Pooja S., Chuan Zhou, Ashleigh M. Johnson, Erin Schoenfelder Gonzalez, and Emily Kroshus. 2021. "Association Of Children’S Physical Activity And Screen Time With Mental Health During The COVID-19 Pandemic". JAMA Network Open 4 (10): e2127892. doi:10.1001/jamanetworkopen.2021.27892.* [↑](#footnote-ref-4)