

Education & Training: Digital Toolkit

Invitation to Tender (ITT)

November 2024

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1.1 About GambleAware

GambleAware are an independent charity working to reduce gambling harms, and the strategic commissioner of gambling harm prevention and treatment across Great Britain. By understanding and assessing the needs of the population and engaging with stakeholders, as well as people with lived experience, we determine priorities, allocate resources and develop commissioning outcomes.

Focused on better outcomes we:

- Procure a range of evidence-informed, high-quality services based on the needs of population
- Generate robust and independent evidence through our research, evaluation and monitoring functions
- Use robust governance processes or procurement, monitoring and evaluation
- Provide service users with the choice on when and how they access support
- Establish pilot and proof of concept services to prove what works best for people
- Deliver regular reports, public accountability and robust evaluation

We work in close collaboration with the NHS, clinicians, local and national government, gambling treatment providers, as well as other services like mental health, drug and alcohol services, and criminal justice, to ensure that the whole system works together to help people suffering from gambling harms.

We have 5 key outcomes we work towards as a charity (see diagram below). To contribute towards outcomes 1-3 directly (and 4-5 indirectly), we have set up a multidisciplinary prevention programme of work which focusses on the following:

- Reducing risk factors of harm: To create an environment where everyone is safer from gambling harm
- Increasing protective factors against harm: Increasing resilience and capability to reduce and prevent experiences of gambling harm

High level GambleAware's 5 outcomes



1.1.2 Background

GambleAware's Education and Training team oversees a range of commissioned and funded programmes of work. Much of our work is prevention focused, designed to increase knowledge about gambling harms and ensure that advice-giving professionals know how to signpost to appropriate support. Through our commissioned work, our Providers offer a blend of e-learning, live, virtual and face-to-face workshops. Beneficiaries are wide-ranging but include professionals such as GP's, debt advisors, Citizen's Advice employees, social care workers etc. We also have a wide range of Strategic Partners who have a keen interest in gambling harms (a broad range of allied charities, corporates and third sector) with whom we work in a more bespoke way and share Communication assets through our content management system (CMS).

The Education and Training team recently carried out a review of our existing commissioned Education and Training portfolio. The review identified challenges and barriers to engagement with formal Training for Professionals and resulted in a set of recommendations, including the development of a 'digital toolkit' as summarised below:

- Gambling harms are poorly understood by the general public and by advice-giving professionals; the scale and extent of harm is often underestimated
- A public health approach to gambling harms is not necessarily widely understood, even by professionals well placed to offer support and guidance
- Stigma is a significant barrier to people experiencing harm talking about their worries or seeking support (you can access resources around stigma [here](#) and [here](#))
- Barriers to engagement with Training around gambling related harm, includes lack of time and perceived lack of relevance to professionals
- Another barrier to engagement with formal Training opportunities is scale; there are simply not enough Trainers to reach all recipients
- For these reasons among others, a digital toolkit of easily sharable assets; short videos, infographics and discussion guides were identified as an agile and effective route to offer an introductory level of engagement and awareness, to a broad range of professionals working in advice giving roles
- The role of the digital toolkit is to quickly convey key messaging and insights about gambling harms in ways which are easily shared and easy to understand
- Short and very focussed messaging within 'mini-modules' should provide a basic level of awareness and signpost viewers to iterative content and where appropriate, signpost to further Training opportunities.

The GambleAware Technology Stack:

- The GambleAware website uses Umbraco CMS and Umbraco Cloud
- Umbraco Cloud is build using .NET - a secure, reliable, and high-performance application platform
- C# is the programming language for .NET. It is strongly typed, type-safe and has integrated concurrency and automatic memory management
- From a front-end point of view, Umbraco content pages are built using C#, JavaScript, and Razor.
- In addition, we are also using the Handlebars JavaScript templating library to support reusability of common templates across the site.

1.2 Project Scope

1.2.1 Overview

We are seeking to appoint an agency to manage and deliver the development of a suite of resources - called here our Digital Toolkit. The toolkit will provide bite-size introductory resources to inform viewers about gambling related harm, increase knowledge, increase confidence in talking about gambling harms, normalise conversations about gambling harms, reduce stigma and signpost routes to support.

The content developed should be relevant to anyone who wants to better understand gambling harms at an introductory level. The resources should benefit time-poor, advice-giving professionals who may come into contact with people experiencing gambling harms as part of their role across a range of settings such as (but not limited to) money advisers, social prescribers, primary care workers, occupational therapists, housing and homelessness workers, criminal justice workers, HR leads within the workplace, youth-facing professionals. They may also be in HR roles where they are responsible for the health and wellbeing of employees and workers.

As our audience is likely to be varied and wide ranging, content needs to be universally relevant, pitched at an introductory and accessible level in everyday language, which is easy to understand.

The resources may be watched simply via our GambleAware website (which sits on Umbraco CMS) or shared via the intranet within a workplace (via our Strategic Partners, for example).

1.2.2 Proposed outputs

Create a suggested 10 x 'mini-modules'. We envisage each mini module comprising:

- 1x short videos (videos or animations), including script development and copy writing
- 1 x accompanying infographics, to condense video information into a simple visual aid
- 1 x accompanying discussion guides as a complementary resource for professionals interacting with the modules via an internal learning platform as part of their CPD.

We are keen to explore any other assets, approaches or ways to add value to mini-modules you think may support our aims. If 10 mini- modules is not an approach you favour then explain your thinking and suggested alternative approach.

1.2.3 Proposed content

As lead commissioners for the treatment and support of gambling harms, research and prevention, GambleAware are able to provide the successful agency with research and insight to inform content. The research is extensive and often dense. The request is for the distillation of core messaging. We expect final content to be developed and agreed with the GambleAware steering group, which will also comprise representatives from our Lived Experience Council. Scripts and final content will also be reviewed by specific experts in the field. GambleAware will manage the payment and review by specific experts in the field.

We expect to discuss and agree module titles for the content with our steering group, but at the moment we envisage that topics are likely to include the following areas:

Topic Areas
<ul style="list-style-type: none"> ❖ Introduction to gambling and gambling harms ❖ What are gambling harms? ❖ What can gambling harms look and feel like? ❖ How can gambling harms affect family and friends? ❖ How to start a conversation with someone you are worried about. ❖ Signs and indicators of gambling harms. ❖ What support is available for people experiencing gambling harms. ❖ The impact of stigma on gambling harms. ❖ How women may experience gambling harms ❖ How minority communities may experience gambling harms

1.3 Requirements

A. Project Management	<ul style="list-style-type: none"> I. Project manage and oversee all aspects of the development of the digital toolkit, to ensure timely delivery to a high standard. II. Understand and map existing research and insights to help find and distil the most relevant insights for each module. III. Convene and facilitate a content-focused steering group (both internal GambleAware staff and relevant external experts) to develop and agree a learning framework, provide content insights, feed back on draft content and provide final sign-off on resources developed. IV. Convene and test resources as part of the development process, with a sample of our desired target audience. V. Suggest or build into the resource creation, simple evaluation metrics to support our understanding of the impact of the toolkit.
B. Creative development	<ul style="list-style-type: none"> I. Create an appropriate look and feel across all the resources which align with GambleAware brand guidelines. II. Develop content and design for all resources. GambleAware have access to research studies, statistics and insights which we will share with in the content development stage. III. To reflect the changing commissioning system, create both GambleAware branded and white-labelled versions (by white-labelled, we mean here content which does not include GambleAware logo and branding but which can be adapted to organisations' own branding) of all the resources created. IV. Create a suggested 10 x 'mini-modules'* <ul style="list-style-type: none"> • 10x short videos, including script and copy writing • 10 x accompanying infographics

	<ul style="list-style-type: none">• 10 x accompanying discussion guides (for professionals accessing resources and sharing with colleagues) <p>*We are keen to explore any other assets, approaches or ways to add value to mini-modules you think may support our aims. If 10 mini- modules is not an approach you favour then explain your thinking and suggested alternative approach.</p>
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1.3.1 Outputs

The outputs for this work is to create a ‘digital toolkit’ of resources (i.e. accessible online), containing a suggested 10 mini-modules.

We are keen to explore any other assets, approaches or ways to add value to mini-modules you think may support our aims. For example, if you have an alternative approach which is counter to this list of outputs, please share your thinking and solutions.

The appointed agency will manage a cross- organisation steering group to support the development of the toolkit’s learning framework, mapped to our key audiences and evidence-based insights

1.3.2 Reach and dissemination

Anticipated reach will be facilitated by GambleAware, through:

- Strategic partners to use and share the digital toolkit via CMS system
- Sharing via GambleAware’s commissioned Providers where appropriate
- Downloads through GambleAware’s website.
- The resources should be relevant and future-proofed to provide a legacy resource for the future system.

1.3.3 Desired impact

An impact framework will be developed with the chosen agency, but overall we expect the toolkit to act as a valuable learning resource, with a focus on raising awareness, reducing stigma, motivating viewers to embrace a public health approach to reducing gambling harms and motivating professionals to take action to screen for gambling harms and signpost to support where relevant. The toolkit invites viewers to engage with further resources; referral pathways, more in-depth training where appropriate and directs to further GambleAware tools as appropriate to their situation.

- The toolkit components of infographics and videos act as valuable learning resources in isolation; mini-modules make sense as stand-alone resources as well as sequentially.
- The toolkit will invite viewers to engage with further resources, connect with National Gambling Support Network (and future system) and direct to further GambleAware digital tools available via our website such as our spend calculator, as appropriate to their situation.

- The approach will leverage relationships with our Strategic Partners and acts as a tool to engage with new Strategic Partners.
- Legacy and sustainability are a key priority for GambleAware; the toolkit is a legacy resource in its truest form as it will collate and share a range of insights learned through our commissioned research and learning programmes.

The future commissioning system is changing with treatment and support being commissioned by the NHS- not GambleAware - from April 2026. As yet we do not know who the Prevention commissioner will be, but the toolkit should be future-proofed where possible to accommodate this change within the system.

1.3.4 Added value

We are keen to explore any further ideas, approaches or resources that you feel may enhance or benefit the desired impact and key audiences.

1.3.5 Budget envelope

A maximum budget of up to **£95,000** (this total needs to include VAT) is available for this work. This must cover asset creation, digital solution delivery, liability for all costs including staff costs, attendance at meetings both virtual and in-person (London only), equipment, access to data, any reimbursement of research participants, travel and subsistence, overheads, and participation in any dissemination of the research included in your proposal.

1.4 Commissioning and contract management

GambleAware's preference is to commission a partner or consortium of partners that collectively possess the required breadth of experience and expertise meet the objectives and requirements detailed within the ITT. Should a consortium approach be proposed, GambleAware will contract a lead partner, who would sub-contract any other partners. Please note that GambleAware may require details on any sub-contracted partners. This information may be requested at any point before or after the contract award to ensure GambleAware is complying with government guidelines and standards. These details may include (but are not limited to):

1. Organisation information
2. Organisation policies
3. Confirmation the organisation(s) is not associated and does work with industry clients
4. Organisation Financial Accounts
5. Organisation Insurance Details

The contract will be managed by an Education & Training lead at GambleAware, who will be responsible for day-to-day liaison with the contractor. Other key stakeholders for this work are GambleAware's System Commissioning Director and Director of Strategy.

An inception meeting will be held at the start of the contract, after which contractors will be expected to:

- Provide regular (e.g. weekly/ fortnightly) progress updates to GambleAware by email, and less regularly (e.g. fortnightly/ monthly) via Teams/ Zoom – these may be required more frequently during key periods of activity
- Attend (virtual/ in-person) strategic review meetings with GambleAware following completion of each key phase.

1.4.1 Timeline

It is anticipated that this work will commence as soon as possible and be completed by **31 July 2025**. Proposals should include a timeline for the digital toolkit, with indicative timelines for different phases.

We reserve the right to invite shortlisted suppliers to give a short presentation of their proposal before a final decision is made. If required these will take place in **December 2024 (date tbc)**.

A detailed timeline will be agreed with the contractor, which will form part of the contract. The indicative timetable for procurement is as follows.

Table 1. Procurement timetable

Task	Date
ITT issued	7 November 2024
Clarification question deadline	20 November 2024
Clarification question responses circulated	22 November 2024
Submission deadline	9am, 7 December 2024
Contractor notified	18 December 2024
Inception meeting	7 January 2025 (tbc)
Final delivery of assets and resources and project close	31 July 2025

1.4.2 Eligibility and criteria for the evaluation of proposals

Eligibility

GambleAware has robust governance processes in place to guarantee independence from the gambling industry. This is also reflected in our procurement and commissioning approach. Therefore, this ITT has the following conditions:

- Single companies/ organisations can not currently work with or have worked with the Gambling Industry in the last 12 months
- If a bidder is part of a multi-agency network, the bidding group cannot currently work with or have worked with the Gambling Industry in the last 12 months

- If a bidder is part of a multi-agency network, it is acceptable for other groups to have industry clients if they can demonstrate they have in place the relevant information barriers to prevent the exchange of information between groups.

Companies/ organisations who do not meet the above eligibility conditions will not have their proposals evaluated.

Evaluation of proposals

Proposals will be assessed on the following criteria and weighting.

Potential suppliers should be aware that if a proposal is judged unsatisfactory (i.e. a score of 1) on any of the below criteria it may be ruled out of further consideration.

Each criterion has been allocated a weighting from 2 to 4 (indicating importance); this weighting will be multiplied by a 0 to 4 score determined by a reviewer (see scoring criteria below).

By way of example, a question allocated the maximum weighting of 4 and that has been answered comprehensively, scoring a maximum score of 5, will have scored a total of 4x5=20.

Table 2. Scoring criteria

Score	Score Description
1	Did not substantively answer the question in any way
2	Answered the question but only partially
3	Answered the question adequately and displayed a good level of knowledge
4	Answered the question very well and setting out clear examples
5	A comprehensive answer that includes examples, goes further, and articulates real context and clarity

Table 3. Criteria and weighting

Area	Weighting of Score	Max Score	Final Score
Relevant experience of the delivery team	4	20	/20
Quality of relevant examples provided	4	20	/20
Communicate a clear plan for project management for timely delivery	4	20	/20
Experience positioning messaging related to a sensitive topic	4	20	/20
Value for Money (GA follows the National Audit Office's guidance to assess the value for money.)	4	20	/20
TOTAL			/100

1.4.3 Process for appointment

Review and scoring of proposals against the above evaluation criteria by the Review Panel (made up of two to three internal reviewers from the GambleAware Team and a Lived Experience expert). Final moderation with funding awarded to the highest scoring proposal.

All bidders will be notified of the outcome, and offered feedback on the scoring of their proposal by the Review Panel, and the successful bidder will be awarded the contract.

1.4.4 Guidance for submitting proposal

Please complete the organisation information form and declaration in Appendix 1 and include as part of your submission. We recommend structuring your proposal to clearly show how the criteria above have been addressed. The following information should be included in your proposal:

- A brief statement detailing an **understanding and interpretation** of the purpose, specific objectives, and scope of the activities required
- A clear plan for programme management, including proposed **timescales**, including dates for the completion of discrete stages of the work as detailed in this brief
- Your proposed **team**, including details of their roles and the tasks they will be involved in, their relevant expertise, and time input in person days (including, where applicable, staff not yet appointed) and associated management arrangements for the project
- **Examples** of similar, previous work
- Proposal **price** and costs. Payments will be phased and linked to the successful completion of key stages of the work. Proposals liable for VAT should indicate this in their proposal. **Full itemised costs must be outlined, including all staff costs and any non-staff costs.** All bidders must submit, alongside their written proposal, the attached excel template provided by GambleAware.



Price%20File.xlsx

- Identification of any **ethical issues** that might be expected to arise in the design and delivery of the toolkit, and how these will be addressed
- Your proposed approach to ensuring consideration of **equality, diversity and inclusion** in all activities
- A **risk assessment** for the work, detailing potential risks, likelihood, measures to reduce their likelihood, and plans to deal with risks that do materialise.

Proposals should be no longer than 20 pages, including any appendices and should be based on the information provided in this ITT, and upon the professional knowledge and expertise of potential suppliers.

Clarification of specific points can also be sought by e-mail from procurement@gambleaware.org by **17:00 on 20 November 2024**. Anonymised questions and GambleAware's subsequent responses will be

forwarded, for information, to all contractors involved in the application process and posted on our website. Please let us know at procurement@gambleaware.org if you would like to receive a copy of the collated clarification questions and responses.

Proposals must arrive no later than 09:00 on 7 December 2024, and be submitted to procurement@gambleaware.org with the subject line 'Digital Toolkit_ITT'.

Bids received after this will not be accepted

1.5 Terms and conditions

To ensure expediency, we ask that any questions or clarifications regarding our Terms and Conditions are sent to procurement@gambleaware.org by **16 December 2024**. Bidders are unable to make amendments to the Terms and Conditions post tender award.

If there is no correspondence received by 20 December 2024, GambleAware will take this as acceptance to the Terms and Conditions.

Please find our standard service agreement [here](#). Please note GambleAware reserves its right until final signing.

Appendix 1: Organisation information form and declaration

Organisation details

What is the full legal name of your organisation? Company Number?	
When was your organisation established? Legal Status?	
Where do you deliver your organisational activities?	
What is your organisation's expertise and experience? (Up to 300 words)	

Contact details

Contact details	
Please provide below the person from your organisation we should contact to discuss the application.	
First name	
Last name	
Job title	
Email address	
Contact number	

Eligibility conditions

Condition	Yes/ No
Can you confirm that your company/ organisation does not currently work with nor have worked with the Gambling Industry in the last 12 months	
If you are part of a multi-agency network, can you confirm the bidding group is not currently working with nor have worked with the Gambling Industry in the last 12 months	
If you are part of a multi-agency network, (where other groups receive industry funding) can you demonstrate you have in place the relevant information barriers to prevent the exchange of information between groups. If so, please outline the internal provisions you have	

Declaration

I certify that the information given in this application is correct and that I am authorised on behalf of my organisation to confirm:

- Agreement to the Service Agreement Terms and Conditions should my organisation's submission be successful

Authority to submit	
Please ensure the signatory has delegated authority to submit this proposal.	Name: Date: Signature: (electronic signature is acceptable)

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GambleAware is the independent charity (Charity No. England & Wales 1093910, Scotland SC049433) and strategic commissioner of gambling harm education, prevention and treatment across Great Britain to keep people safe from gambling harms.

For further information about the content of the report please contact info@gambleaware.org.