**Corby Routine and Manual Engagement Project: Specification**

## Introduction and Background

Cigarettes are the only legal consumer product that can kill when used as intended. Whilst smoking rates have declined significantly over the past decade, smoking is still considered the biggest cause of preventable illness and premature death in the UK, accounting for over 64,000 deaths every year. It is estimated that smoking costs England £17.3 Billion per year, £3 Billion of which falls upon Health and Social care. Smoking is also a main cause of health inequalities, responsible for half of the difference in life expectancy between the least and most deprived areas.

Smoking and Vaping is an agreed priority of the North Northamptonshire Health and Wellbeing Strategy. The smoking prevalence across the whole local population is currently 14.8%, with some population groups experiencing much higher levels. One of the population groups locally, are routine and manual workers with a smoking prevalence of 21.8%. Addressing smoking within this population group is a specific focus under the Smoking and Vaping Programme of the Health and Wellbeing Strategy. The Public Health team are adopting a place-based and community engagement approach to address this with a specific project developed.

The project has been developed specifically focused on working in the town of Corby, which has a large Routine and Manual workforce (%), higher than the national average. The project is being developed and implemented through the Local Area Partnership for Corby, which brings together local stakeholders invested improving health and wellbeing of local communities. The project aims to gather insight to understand the drivers of smoking at a community level, develop local solutions to improve the number of people seeking to stop smoking, and ensure local stop smoking services are acceptable and accessible.

For this stage of the project, we seek a Supplier to help obtain valuable insights through qualitative and quantitative market research related to smoking in Routine and Manual workers and communities, within Corby.

## Statement of Requirements

* 1. The Council requires insight to be gathered using qualitative and quantitative research techniques via focus groups, surveys, and one to one interview.
  2. Data analysis will be conducted by the Supplier, with themes and trends identified to guide Council efforts in the future.
  3. The Supplier will gather insight from a total of approximately 400 people via survey, 80 people via focus group, and 24 via one-to-one interview.
  4. Engagement activities will take place either in person or through remote consultation e.g online, over the phone.
  5. The Supplier shall be responsible for the recruitment of participants, but the Council will make introductions to relevant partners and facilitate recruitment where possible.
  6. The Supplier will engage in the place-based community engagement approach of the project, working with the local area partnership stakeholders to gain access to priority groups, communities, and organisations.
  7. Participation in engagement activities is reserved exclusively for Corby residents/organisations that meet at least one of the following criteria:
* Current, or former, smoker
* Routine and manual worker
* Knowledge and/or experience of smoking culture in Corby (e.g personal or professional connection to people that use tobacco)
* Routine and Manual Workplace or Corby GP practice
  1. The Supplier will ensure that at least 60% of all respondents are current or former smokers.
  2. For clarity, R&M occupations include, but are not limited to:
* Electrician
* Fitter
* Gardener
* Inspector
* Plumber
* Printer
* Train Driver
* Tool Maker
* Bar Staff
* Caretaker
* Catering Assistant
* Cleaner
* Farm Worker
* HGV Driver
* Labourer
* Machine Operative
* Mechanic
* Messenger
* Packer
* Porter
* Postal Worker
* Receptionist
* Retail Assistant
* Security Guard
* Sewing Machinist
* Van Driver
* Waiter/Waitress
  1. The Supplier will ensure that individuals from various industries are represented in engagement activities. Evidence of how this will be achieved will be included within an implementation plan, to be agreed by the Council.
  2. Key areas of interest will be finalised with the Supplier, but will likely include:
* Barriers to stopping smoking
* Factors that influence smoking behaviour
* Perceptions and understanding of harm
* Effective messaging
* Knowledge and access of treatment options
* Primary motivations for stopping smoking
* Environmental and cultural factors associated with smoking
* Future intentions to stop, or continue, to smoke
* What an acceptable and accessible smoking offer would look like in Corby

## Implementation Criteria

* 1. The Supplier will attend a mobilisation meeting with The Council prior to the beginning of the project to detail their implementation plan.
  2. The project will begin as soon as the mobilisation meeting is completed, and implementation plan agreed.

## Performance Monitoring and Review/Project Management

* 1. The Supplier will be available to attend monitoring meetings with the Council to report project progress every month that the project runs.

## Deliverables

* 1. The Supplier will produce a final project report detailing:
* Key themes
* Pseudonymised quotes
* Recommendations for future activity
* Demographic data of participants

## Finance

* 1. The project value is £24,000, which will fund all activities, materials, events, implementation plan development, reports, and any other related expense.
  2. Payment will be made in full at the beginning of the project before the end of March 2025.

## Contract

* 1. The contract will begin in March 2025 and end in August 2025.

## Data Management/ UK General Data Protection Regulation (UK GDPR)

* 1. The collection and processing of personal data is not required as part of this project.
  2. No personal data will be shared between the Supplier and the Council.
  3. Pseudonyms will be used where required and no identifiable information will be recorded.

## Business Continuity and Disaster Recovery

* 1. The Supplier must have a Business Continuity plan in place to ensure the project work can be completed in its entirety within a six-month period.