**Request for Quote – Healthy Behaviours Needs Assessment (Qualitative)**

Please take care in reading this document in particular the Specification; in the event of any questions or queries in relation to this Request for Quotation (RFQ), please contact the buyer via the ProContract portal.

1. SCOPE OF THE REQUIREMENT

As part of a Healthy Behaviours Needs Assessment, the Council is looking for a provider to carry out a qualitative needs review of the following key areas of interest for healthy behaviour across both Cambridgeshire and Peterborough:

* Alcohol (low, increasing risk and moderate risk only)
* Healthy diet, excess weight and obesity
* Physical inactivity
* Smoking and vaping
* NHS Health Check

It is expected the provider will be able to commence delivery in early summer 2024.

The provider will deliver on, but not limited to, the following:

1.1 - To undertake comprehensive insight to secure information about the needs and desires of individuals, stakeholders and services in relation to leading a healthy lifestyle and adopting sustainable healthy behaviours; specifically in relation to the aforementioned risk factors of interest. This will include seeking a variety of perspectives from a wide range of individuals and organisations.

1.2 – In consideration of the insight gathered from activities delivered (1.1) – highlight workable and, where available, evidence-based service adaptations, innovations and developments that would suit the needs identified by addressing the barriers and facilitators to behaviour change cited and described and aligning with the desired provision.

1.3 – Expected engagement activity to determine the following:

**Citizens (including service users)** – including but not limited to; attitudes and opinions of the risks of unhealthy behaviour choices, perceptions to making positive behaviour changes, an individual’s barriers to positive behaviour change, enablers and facilitators, desires to change, perceptions of readiness to change, opinions of their individual needs and how they would chose to access support, personal circumstances that hinder or facilitate behaviour change, opinions of family and friends as influencers of change, accessibility challenges and opportunities, coverage assessment and case studies. The needs and desires in relation to demographic and specific vulnerable and high-risk groups should be explored including gaps and areas for improvement. The impact on need from COVID-19 and cost of living on attitudes to leading a healthy lifestyle.

**Workforce experience -** through focus group discussions or structured or semi-structured interviews **–** including perceived needs of clients accessing their services, perceptions of clients readiness and willingness to change, the impact of interventions for service users (positive and negative), perception of changes to service provision, issues and ideas for improvement to address need i.e., models of delivery (remote or in-person), COVID-19 impact, how to improve coverage, uptake, retention, completion rates, impact, capacity and quality.

**Local system / partnership experience -** through key informant interviews with community stakeholders – including perceived needs of clients and citizens, barriers to leading a healthy lifestyle, perceptions of clients’ readiness and willingness to change, perception of access to services and intervention pathways, collaborative ways of working across the system and any ideas on improving healthy lifestyle services and create positive, long-term, lasting healthy behaviour change.

1.4 - For each group the provider will be expected to identify the cohorts of participants through various relevant communication and engagement routes and mechanisms. As such, a sound knowledge of the health and voluntary and community sector networks in Cambridgeshire and Peterborough will be beneficial. Public Health leads will facilitate links with commissioned providers as far as practicable.

1.5 - The provider will need to demonstrate a strong track record in designing and delivering qualitative evaluation approaches. The provider will need sufficient knowledge and expertise to develop and implement a mixed methods evaluation plan underpinned by relevant theoretical framework(s). Methods may include the use of questionnaires, focus groups, in-depth one-to-one interviews etc. The evaluation plan and technical detail will be agreed by the Commissioner upon contract commencement.

1.6 - To provide a comprehensive written report that details the findings of the insight and key recommendations within a timeframe of around 3 months of the contract start date, although the specific timeframe would be agreed upon contract award.

1.7 - To attend regular meetings with the lead of the Healthy Behaviours Needs Assessment; the frequency of which will be determined at the start of the contract.

1. Service Delivery

**Background**

2.1 - The current healthy behaviours service was commissioned in three separate lots from October 2020 and ending in September 2025 and includes the following services:

* Health Trainer Service – Alcohol, Falls Prevention, Stop Smoking Service, Mental Health, Diabetes
* Targeted NHS Health Checks
* Behavioural Change Training
* Adult Weight Management Services – Tiers 1-3
* Childhood Weight Management/Lifestyle Service
* National Childhood Measurement Programme

All services are delivered under the ‘Healthy You’ brand. The [Healthy You](https://healthyyou.org.uk/) brand has gained traction and recognition with the local population and will remain the name of the ‘Healthy Behaviours’ service for the 2025 commission even if awarded to different providers.

2.2 - Since the inception of the current healthy behaviours service in 2020, there has been significant changes in the system, from changes in political landscapes and policies locally and nationally, changes in personal attitudes to leading a healthy lifestyle and the perception risky health behaviours, the continuing influence of social media and advances in digital technology, the impact of the cost of living crisis and in relation to public health the impact and legacy of the COVID 19 pandemic, to name only a few.

2.3 - A system-wide Cambridgeshire and Peterborough strategy and detailed action plan has been published outlining the commitment of partners to work together to achieve a whole system approach to healthy behaviours. It includes addressing the environment our residents live in that promotes leading a healthy lifestyle and working together in a place-based system in the co-production of appropriate services.

2.4 - The next generation Healthy Behaviour Service will draw insight and understanding gathered from the Healthy Behaviours Needs Assessment including the qualitative work which will identify need and garners the desires and requirements to develop evidence based appropriate interventions that will support individuals and families to adopt lifestyle behaviours to prevent ill health and improve their health. In doing so support a reduction in health inequalities through the provision of a countywide service that reduces the service inequities between the north and the south of the county, between the differing districts of Cambridgeshire, and between the wards and adjoining villages of Peterborough, and ensure that the needs of particular population and vulnerable high-risk groups are met.

**Service provider requirements**

2.5 - Providers must be able to demonstrate:

* Familiarity of working with the local landscape across Cambridgeshire and Peterborough, or similar areas
* Experience of working with a range of stakeholders including service users, providers and partners
* Use of evidence-based materials and resources
* Necessary IT system to securely hold data for the purposes of the service (though it is not expected that any identifiable/sensitive data should need to be collected or held)

2.6 - As the provider will be working within a range of settings, including in person site visits, they MUST have an up to date DBS check, or be prepared to go through the process of requesting one before the contract can start.

2.7 - The provider will be expected to use a variety of methods, including some face-to-face engagement as part of the commissioned work. The specific approach will be agreed between the Lead and the provider upon award of the contract.

2.8 - The scope of this work be agreed between the Lead and the successful provider following contract award. However, the topics to be covered within the needs assessment include the following:

* Awareness of health behaviours and where to access information, advice, and services.
* Any changes in attitudes and delivery methods post-pandemic.
* Access to timely service provision at a range of settings (primary care, community pharmacy and prevention and intervention services)
* Barriers to access for specific demographic and vulnerable, higher-risk groups
* Access and support for specific groups
* Prevention initiatives
* Experiences of service users
* Key challenges and barriers for providers
1. Location

Meetings with the Public Health team will either be virtual via Microsoft Teams, or face to face at the Cambridgeshire County Council headquarters - New Shire Hall, Alconbury.

The insight is to be conducted across Cambridgeshire and Peterborough. Therefore, the successful provider will be expected to travel across this area in order to carry out any consultation work that can’t be done virtually.

1. Term

The term of the contract is to be agreed between the council and the successful provider following contract award. The provider will be expected to include their projected timescales within their response.

The Commencement date will be agreed by Contract Manager and the successful provider once final terms and schedule has been agreed.

1. Value

The Council has a maximum budget of **£24,950** (inclusive of VAT) and as a result any bids over this may be rejected. The bid should be inclusive of all costs, such as staff costs, travel costs and resource costs.

1. Corporate Policies and Codes of Practices

The Successful Bidder must have the appropriate systems, policies and procedures in place to execute the services in a safety and in a secure manner. The Council will expect that the Successful Provider will follow and/or adopt the best practice within the industry where possible.

1. Contract Management and Performance

The Council will require the Contractor to meet at a frequency agreed by the Lead at award of contract.

This will be to monitor, discuss, but not limited to:

* how the contract is performing
* any issues that has arisen

Continuation of the Contract will be dependent on the reviews being satisfactory with special regard to service levels:

* meeting project deadlines.
* Attending meetings when requested
* helping to reduce and keeping Legal costs low.
1. Subcontracting Arrangements

8.1 The Council believes that this solution does not necessarily require the need for subcontracting arrangements, but recognises that a combination of a small number of providers with differing expertise can reap benefits to the work undertaken.

8.2 Where subcontracting arrangements are allowed by the Council, it is expected that the sub-contractor will also abide by all requirements of this RFQ and the resulting Contract.

8.3 If a Bidder believes sub-contracting is required, this should be made clear in their bid and it is expected that the sub-contractor will also abide by all requirements of this RFQ and the resulting Contract.

1. External Communication
* All communication with Stakeholders such as Councillors, local MPs, and members of the public will take place through the endorsement of the Council
* The successful bidder should make contact with the Contract Owner of the Council regarding policy matters.
* The successful bidder will assume responsibility for day-to-day management of routine external communications affairs, reserving to itself only those matters it regards inappropriate for the Provider to address. Guidance in this respect will be given by the Council.
* The use of the Council’s Logos or name will be at the discretion of the Council and the contract owner. Any request shall be made in writing and state the reasons for the use.
1. Modern Slavery, Child Labour and Inhumane Treatment

Tackling modern slavery requires everyone to be vigilant and active in addressing this issue effecting our communities. The Council will expect, as a minimum, that all Bidders comply in full with the Morden Slavery Act where necessary, and have in place sufficient policies, procedures and Systems (including Training awareness).

1. Data Protections and General Data Protection Regulations

The Authority will require all bidder to ensure full compliance to the Data protection and General Data protection laws and Regulations.

1. Contract terms and conditions

The Council uses its own Standard T&C model contract templates for all their contracts below £100,000.

A draft contract will be issued will this request to quote.

1. Appendices

**Appendix 1** – Response Document.

**Appendix 2** – Pricing Schedule.

**Appendix 3** – Standard T&Cs.