Instructions to Tender

**A delivery partner to facilitate the development of a best practice resource in communications for the health and care workforce to better support people affected by cancer**

**Specification Schedules**

**Published By:**

**Procurement and Contracts,**

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**Purpose and Objectives of Tender:**

Specific requirements of the delivery partner:

**In response to the Independent Cancer Taskforce Strategy *Achieving World Class Cancer Outcomes 2015-2020* and specifically in response to Recommendation 60 regarding communications the purpose and objectives of this work are to:**

* **Develop a communications best practice resource guide which aims to spread best practice by:** 
  + **identifying best practice in communication skills for health and care staff and bringing it together in one place**
  + **providing a resource for Cancer Alliance’s and local HEE offices to build on the good work that is already taking place**
  + **ensuring the most up to date information is available to all in an interactive guide available on-line with live links to information and resources**
  + **identifying opportunities and levers** to support and encourage providers to potentially recommend experiential work place based annual communications skills training

**Scope of work**

**Primary phase - the scope of this work will be to:**

* **Develop a best practice resource guide in communications for health and care workforce, which will be free at the point of use by users.**
* **The resource guide is required to be developed and ready for sharing widely from 1 April 2018.**
* **The guide is expected to be a digital resource, with interactive links, able to be accessed across a range of platforms including smart devices.**
* **The resource guide is expected to both support and complement the Person-Centred Care Resource currently in development and the delivery partner will therefore be expected to work with HEE and partners to achieve this.**
* **The delivery partner is expected to develop a communication and marketing plan to support the launch of the resource guide working closely with the HEE communications team.**
* **The guide should be developed in such a way that it:**
  + **Identifies what effective communication looks like, as well as the impact of poor communication. This should include the development and use of good practice case studies from the perspective of staff and patients across a range of settings. Achievement of this is expected to include identifying and utilising experts in the field of communication and training and a range of experts in cancer services, as well as those affected by cancer.**
  + **Refers and relates to communications elements of existing healthcare competency frameworks.**
  + **Includes the training, including e-learning, currently available (to be sourced by the delivery partner).**
  + **Includes interactive access and links to the freely available communication skills training, including as part of the person-centred care implementation resource from April 2018 (to be aligned by the delivery partner).**
  + **links to and details the support available as part of the Making Every Contact Count workstream (to be aligned by the delivery partner).**
* **Through the course of the work the delivery partner will be required to identify opportunities and levers to support and encourage providers to potentially recommend experiential work place based annual communications training, and to share their findings and recommendations with HEE.**
* Applications should set out hosting proposals for the resource on completion.

**Phase 2** – on successful conclusion of the primary phase of this work the Cancer Programme Team will discuss with the delivery partner the completion of phase 2 which will include:

* A review and refresh of materials in December 2018 to ensure the resources are up to date

**Skills and Resources Required:**

The cancer workforce programme is looking for a delivery partner with the following skills and resources on which submissions will be assessed:

1. *Overall understanding of our aims and objectives*

The selected partner must be able to demonstrate that they can develop a quality rounded proposal which responds to the objectives set out. They should:

* Demonstrate understanding of the issues within communications in health and care.
* Demonstrate ability to work across organisations to enable positive change in communications and the spread of best practice within the workforce.
* Demonstrate ability to identify potential opportunities and levers to support and encourage providers to potentially recommend experiential work based annual communications training and to share their findings and recommendations with HEE.

1. *Creative and innovative thinking*

The selected partner must be able to demonstrate the ability to:

* Generate and implement bold, powerful communication ideas that convey our messages effectively
* Use innovative approaches to develop and display the resource including the development of case studies
* Create materials that provide information for the workforce in a clear and intuitive format
* Show their ability to help the workforce (the audience) use and benefit from the communications resource guide and to be a part of spreading best practice
* Think widely and identify existing resources as well as develop case studies to bring the materials alive for the staff who will access it
* Demonstrate innovative ideas in promoting resources to maximise their impact and spread
* Create high impact, innovative design within the boundaries of the existing NHS brand

1. *Project management and delivery approach*

* Set out a delivery approach with a timeline to assure of the ability to deliver the objectives in the timescales
* Allocate sufficient staff resource at the appropriate level to develop and implement the project on time and in budget
* Involve the HEE cancer workforce programme team and identified partners during the development phase
* Be responsive and flexible
* Provide value for money

1. *Relationship building*

The selected partner must be able to:

* Demonstrate their ability to work with HEE and partners across the system
* Show their ability to help the workforce (the audience) use and benefit from the communications resource guide and to be a part of spreading best practice.

*5. Knowledge and experience*

The selected partner must be able to demonstrate their skills and experience in the following categories:

* A strong track record in developing and implementing training and education resources – either in the public or commercial sector
* A strong track record in working with the NHS and partners to develop materials, particularly where materials must show alignment with other projects
* Ability to draw on existing materials and resources and to identify how and where to supplement this with bespoke resources
* Experience in developing innovative online resources and evidence of successful uptake
* Ability to hold workshops/focus groups which provide a safe place for discussion and to generate insight to inform the resource guide
* Ability to distil information and feedback received, to develop recommendations for changing practice in the future

**Timescale requirements**

The selected partner needs to be available from January to April 2018 to work with the relevant partners, appropriate development groups, and the Cancer Workforce Programme Team during planning, development and implementation **Client reporting**

Health Education England (HEE) will manage the contract. All financial administration of the work will be undertaken by HEE. The contract will be subject to the standard NHS terms and conditions outlined within this tender document and the delivery partner will be asked to provide regular progress updates to support wider programme reporting processes.

**Budget:**

Providers are requested to submit their most competitive and sustainable solutions for delivery. Submissions will be based on an all-inclusive price, covering agency fees, production, delivery and IT costs. In addition, it will be helpful to schedule rates for any options available as part of your submission.

**Working partners:**

* Health Education England and other health and care colleagues through the HEE Cancer Workforce Programme
* Appropriate partners in the health and care sector
* Appropriate professional bodies (including but not limited to RCN)
* Appropriate third sector organisations (for example Macmillan Cancer Support)

**Bidders Tender Response**

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| **5.1** | **Overall understanding of our aims and objectives** | **(Weighting 10%)** |
|  | The selected partner must be able to demonstrate that they have a good understand of our aims and objectives and specifically:   * They should demonstrate understanding of the issues within communications in health and care; * Show that they are able to work across organisations to enable positive change and the spread of best practice (as far reaching as possible) * Demonstrate ability to identify potential opportunities and levers to support changing practice in the future |  |
|  | **Response (no more than 500 words)** |  |

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| **5.2** | **Ability to develop creative and innovative thinking** | **(Weighting 20%)** |
|  | The selected partner must be able to demonstrate the ability to:   * Generate and implement bold, powerful communication ideas that convey our messages effectively * Use innovative approaches to develop and display the resource including the development of case studies * Create materials that provide information for the workforce in a clear and intuitive format * Show their ability to help the workforce (the audience) use and benefit from the communications resource guide and to be a part of spreading best practice * Think widely and identify existing resources as well as develop case studies to bring the materials alive for the staff who will access it * Demonstrate innovative ideas in promoting resources to maximise impact and spread * Create high impact, innovative design within the boundaries of the existing NHS brand * Hosting proposals to be set out |  |
|  | **Response (no more than 1000 words)** |  |

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| **5.3** | **Project management** | **(Weighting 10%)** |
|  | **Sufficient resource at appropriate level, that provides a responsive and flexible service**   * Set out a delivery approach with a timeline to assure of the ability to deliver the objectives in the timescales * Allocate sufficient staff resource at the appropriate level to develop and implement the project on time and in budget * Involve the HEE cancer workforce programme team and identified partners during the development phase * Provide reports on progress * Be responsive and flexible * Provide value for money |  |
|  | **Response (no more than 500 words)** |  |

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| **5.4** | **Ability to work collaboratively with our team, partners, academics and stakeholders who may have different backgrounds and approaches** | **(Weighting 10%)** |
|  | The selected partner must be able to:   * Demonstrate their ability to work with the HEE team and partners across the health and care system * Demonstrate their ability to work alongside other organisations to achieve synergy across projects where specified |  |
|  | **Response (no more than 500 words)** |  |

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| **5.5** | **Skills and experience** | **(Weighting 10%)** |
|  | The selected partner must be able to demonstrate their skills and experience in the following categories:   * A strong track record in developing and implementing training and education resources – either in the public or commercial sector * A strong track record in working with the NHS and partners to develop materials and resources, particularly where materials must show alignment with other projects * Ability to draw on existing materials and resources and to identify how and where to supplement this with bespoke resources * Experience in developing innovative online resources and evidence of successful uptake * Ability to hold workshops/focus groups which provide a safe place for discussion and to generate insight to inform the resource guide * Confirm acceptance to intellectual property requirements set out in Schedule 5 |  |
|  | **Response (no more than 500 words)** |  |