

Expressions of Interest Guidance Document: Neighbourhood Project

Current Context

The three wards of Bowling and Barkerend, Little Horton and Bradford Moor form the Better Start Bradford area with a total population of 65,273. Within our Better Start Bradford communities 8.2% of the population is made up of children aged 0 – 3 years. In our wards there are 1335 births per year.

The Theory of the Problem

Within these areas there is a diverse range of communities and a complexity of needs. Better Start Bradford aims to improve the outcomes for pregnant women and children up to the age of 4 years in these areas through the delivery of a range of services targeted at social and emotional, communication and language and nutritional outcomes and through a system change approach that will shift investment towards early intervention, upskill our workforce, and ensure our communities are able to continue to influence the decisions that affect them.

However, if Better Start Bradford is to maximise its impact across the whole of the Better Start Bradford populations, during and beyond the lifespan of the programme, it will be vital that we can:

- Identify and engage all members of our community.
- Ensure our messages are clearly communicated and understood by all our communities.
- Ensure our services are designed in response to our communities' needs.
- Ensure our services are taken up and used to maximum capacity.
- Ensure that our communities are supported to engage in and influence the decisions that will affect them beyond the life of the programme.

There are three key factors that will impact on our ability to do this:

- The composition and needs of our communities are varied and changeable.
- Our services are not taken up and running at capacity.
- Our communities do not consistently participate in all levels of our programme design and decision making.

The Theory of the Solution

A Neighbourhood Project has been developed using a co-production model with a number of community organisations. This project uses a hub and spoke approach to delivering increased services within our community. This will enable:

- Information on projects and key messages to be delivered in different ways in order to maximise the ways that families are able to find out about Better Start Bradford projects and key messages.
- Community based organisations to feedback community perspectives and influence the way that services are delivered through Better Start Bradford.

- Increased opportunities to develop a shared understanding of key messages across our communities.
- A wider scope of interventions and maximise ways families can find out about Better Start Bradford.
- Further knowledge and understanding of community organisations to deliver ways of working with families that are expectant or have really young children.
- A network of collaboration between organisations that will champion the need to improve outcomes for our children.

Hub and Spoke Model

- The delivery framework will be a hub and spoke model.
- The spokes – neighbourhood workers are established within community organisations to develop models of engagement that can support families to access key messages, build knowledge of Better Start Bradford projects and referral processes, engage with communities not currently accessing Better Start Bradford services and gather data that can be used to develop a stronger knowledge of community need.
- Each community organisation will manage and support a staff member using their specialist knowledge of the community. The staff member will build on the knowledge of the host organisation by sharing key messages, research and findings from the Better Start Bradford services.
- Each community organisation will develop ways of engaging with expectant families and those with children under the age of four years. This will draw on their own set of expertise in community work and will support the development of a strong early year's framework across the sector.
- Better Start Bradford will fulfil the role of the hub in the model. The role of the hub will be to offer training - including disseminating findings from research - develop opportunities for peer support and cross organisation working. Monthly meetings will offer opportunities to share successes, network and offer peer support. Regular bi-monthly meetings will be held with management of the community organisations to support the hub and spoke delivery.

Social Value and Procurement

Better Start Bradford aims to create a lasting change in Bradford's communities and economy through its procurement activity.

Our belief is that, by investing in Bradford and buying goods and services locally, we will:

- Build cohesive and confident local communities.
- Strengthen community capacity and resilience.
- Contribute towards economic growth.
- Create jobs and job security.

Our procurement objectives are:

- A supplier base which demonstrates commitment to the Better Start Bradford vision.
- Procurement of quality and cost effective services that improve outcomes for children and are safe and best meet need.
- A supplier base which has established local relationships and knowledge of local issues and priorities.
- Increased economic benefits for Bradford through increased local spend.

For Better Start Bradford, investing locally means that a supplier must be:

- Able to demonstrate their stake in the success of Bradford via their track record of delivering related activity in Bradford over a number of years.
- Able to demonstrate a track record of employing local people, working with local volunteers and giving them the skills they need.

In order to contribute to a lasting change in our communities and to recognise the importance of relationships within and between communities in achieving that change, Better Start Bradford will attach additional value to those suppliers who can demonstrate:

- That they are embedded in the Better Start Bradford area, have an in-depth knowledge and understanding of the areas' strengths and needs.
- That they have a track record of drawing upon a workforce of local volunteers.
- That they have built social networks and created positive relationships between people who live and work in the Better Start Bradford area.
- That they engage directly with those who are most likely to benefit from the Better Start Bradford programme and those who are least likely to engage with services.

Budget

The Neighbourhood Project budget has been set over 5 years. We are expecting that this budget will cover the full cost recovery for up to 5 full time equivalent workers across a number of organisations based in the three wards of Better Start Bradford. Contracts will be offered for 3 years initially with a view to an extension.

Project	Year 5	Year 6	Year 7	Year 8
Neighbourhood Project	£173,420	£176,888	£182,195	£187,661
	Year 9	Year 10	Total Cost	
	£193,291	£199,089	£1,112,545	

Timeframe and Process

Organisations will be given an 8-week timeframe to complete an Expressions of Interest Form that will cover all aspects of their application for the project.

Expressions of Interest will be evaluated by a panel made up of community organisations that have an understanding of the Bradford context, representation from the Community Board Members, representation from the Better Start Bradford Leadership Team and from the Commissioning Advisory Group.

The panel will score and shortlist all applications as detailed below. A minimum score threshold of 30 points will be applied. Any applications that score less than this amount will not be shortlisted. Applications that cover the same geographical area or communities of interest will be scored against the criteria and the highest scoring application(s) shortlisted.

Shortlisted community organisations may be asked to attend a meeting with the panel for further clarification of their proposals if required.

All awards will be subject to the approval of the Better Start Bradford Partnership Board and will initially be for 3 years with potential to extend to 5 years.

Expressions of Interest application process	18 February - 18 April 2019 12 noon
Panel scoring and shortlisting	29 April - 10 May 2019
Panel interviews	13 May - 31 May 2019
Recommendations to the Partnership Board for approval	20 June 2019
Set up stage	1 July 2019 – set up for 3 months

We are asking that interested organisations complete the **Expression of Interest Form** and include in their application the following:

What to include	How to evidence	Points
Please provide a breakdown of the project plan	To include <ul style="list-style-type: none"> • An explanation of your plan of work • Which geographical areas and/or communities of interest (e.g Eastern European Communities, dads etc) your plan will cover. • How this would increase access to Better Start Bradford projects • Increase community readiness to participate in Better Start Bradford / community activities • How your project will engage diverse communities within Better Start Bradford area • Understanding and experience of empowerment models of working with the community • How the project fits in with the 3 core outcomes for Better Start Bradford around improving language and communication / social and emotional development / healthy lifestyles <p>Max 1000 words</p>	10

<p>Detail the organisation's systems and mechanisms for ensuring that staff have the appropriate and relevant level of support within the organisation or in collaboration with another organisation to ensure that they can deliver the neighbourhood work.</p>	<ul style="list-style-type: none"> • Structure for support and supervision of a staff member • Skills and experience within the organisation of managing and supporting staff • Staff induction programmes • Arrangements for update training and or clinical supervision of staff • Policies and procedures in place • Employers Liability Insurance <p>Max 1000 words</p>	5
<p>Evidence your organisations understanding / skills / experience of working with families with children aged 0 – 3 years and expectant families and their needs</p>	<ul style="list-style-type: none"> • Knowledge of child development • Examples / evidence of working with really young children and their families <p>Max 750 words</p>	5
<p>Detail your knowledge and understanding of the communities that make up the Better Start Bradford area</p>	<ul style="list-style-type: none"> • Experience of working in the BD3 / BD4 / BD5 area • Knowledge and understanding of the communities • Examples/evidence of the diversity of communities worked with • Examples/evidence of practice which supports engagement of a variety of communities • Examples/evidence of practice put in place to overcome cultural barriers • Engagement directly with those who are most likely to benefit from the Better Start Bradford programme and those who are least likely to engage with services <p>Max 1000 words</p>	5
<p>Please evidence your organisations compliance with Better Start Bradford social values framework</p>	<ul style="list-style-type: none"> • That they have a track record of drawing upon a workforce of local volunteers • That they have built social networks and created positive relationships between people who live and work in the Better Start Bradford area • Local base • Local knowledge of the Better Start Bradford communities • Experience of working in the Better Start Bradford reach areas. Please tell us if you work with a particular community or geographical area. • Track record of delivering services in the area 	10

	<ul style="list-style-type: none"> • Experience of working with families with children aged 0-3 years Max 1000 words	
Detail the knowledge, experience, understanding and measures in place around safeguarding in your organisation	<ul style="list-style-type: none"> • Examples / evidence of a commitment to safeguarding policies and procedures • Staff support and supervision • Staff training Max 500 words	5
Please evidence your organisations skills, knowledge and experience in managing data requirements	<ul style="list-style-type: none"> • Understanding of GDPR requirements • Examples/evidence of monitoring systems in place • Examples of how data is collected • Examples/ evidence of previous work that has required data sharing Max 500 words	5
Please demonstrate a partnership approach to delivering this work	<ul style="list-style-type: none"> • Who are you collaborating with in your application? • What strengths will they bring to your application? • Contact details for organisations that you are collaborating with • Who will take on which roles, responsibilities and accountabilities? • Who will be the lead accountable organisation? • What agreements do you have in place? Max 750 words	10

Interested organisations should also complete the costing breakdown and budget plan for 3 years included in the Expression of Interest Form. Better Start Bradford expects costs that will cover the following areas:

- Staffing
- Management
- Costs attached to engagement activities (venues, materials etc)
- Training
- Office space and equipment

All questions should be directed to Guy Dove in the first instance:

Guy@bradfordtrident.co.uk

All questions will be responded to weekly and will be published on the Better Start Bradford and Bradford Trident websites, therefore all interested organisations are advised to check these sites regularly.