

Invitation to tender:

Analytical partner to support the *What drives health inequalities?* Evidence hub

June 2021

Prepared by

Heather Wilson, Programme and Policy Officer
The Health Foundation
Tel: +44 (0)20 7257 8000
www.health.org.uk

Deadline date:

12:00 (midday) on Friday 30 July 2021

Attached documents:

- Tender response form
- Sample contract

1. About the Health Foundation

- 1.1 The Health Foundation is an independent charity committed to bringing about better health and health care for people in the UK.
- 1.2 Our aim is a healthier population and we learn what works to make people's lives healthier and improve the health care system. From giving grants to those working at the front line to carrying out research and policy analysis, we shine a light on how to make successful change happen.
- 1.3 We make links between the knowledge we gain from working with those delivering health and health care, and our research and analysis. Our aspiration is to create a virtuous circle, using what we know works on the ground to inform effective policymaking and vice versa.
- 1.4 We believe good health and health care are key to a flourishing society. Through sharing what we learn, collaborating with others and building people's skills and knowledge, we aim to make a difference and contribute to a healthier population.

2. About the Healthy Lives directorate

- 2.1 The Healthy Lives team focuses on the 'promoting healthy lives for all' strategic priority. Looking at the factors that shape where we live, learn, work and play, the team influences decision makers to look beyond health care and think about the wider determinants of health.
- 2.2 Social, economic, commercial and environmental conditions are the strongest determinants of health. This includes people's access to homes that are safe, stable and warm; the quality of their work; the availability of an adequate financial security net; and healthy, affordable food. There is abundant evidence that when the right conditions are in place, people lead long, healthy, productive lives.

3. Context and background to the evidence hub project

- 3.1. The *What drives health inequalities?* evidence hub is a recently established **online resource**, produced by the Health Foundation, providing data analysis, visualisation and interpretation to build understanding of how social and economic conditions influence health. It sets out recent social and economic trends and outcomes to provide an assessment of the current state of play of the wider determinants of health in the UK.
- 3.2. Our aim is for the evidence hub to be a trusted and relevant resource for both the public health community and for wider audiences working on relevant social and economic topics. For both audiences, we want the hub to provide a timely, credible, informed and well-evidenced resource about health, health inequalities and the wider determinants of health.

- 3.3. This tender is to appoint an analytical partner to further develop and regularly update the core content of the evidence hub, working closely with the Healthy Lives analysis team. The partner will ensure that the analysis is kept up to date, and that the interpretation reflects the latest trends and new emerging issues.
- 3.4. The evidence hub website will continue to host content such as ‘long reads’ that have been produced by the Healthy Lives team (see published examples on [work](#), [housing](#), [poverty](#) and [transport](#)). There will be the opportunity for the partner to contribute to or lead similar content, in agreement with the Health Foundation.

Our aim is to build a long-term partnership with the successful organisation.

4. Details of the work and deliverables

- 4.1 The **evidence hub website** is structured around a series of topics and subtopics. The evidence hub will contain content across four broad categories: economic (e.g. work, money, and resources), environmental (e.g. surroundings, housing), social (e.g. family, friends, and community) and commercial determinants (how market and commercial activity can influence health). We strongly advise applicants to familiarise themselves with the website.
- 4.2 To date, the Healthy Lives analysis team has produced material on income and poverty; work; housing; and transport. Further analysis of health outcomes is forthcoming. It is our intention that the chosen supplier ‘will be responsible for keeping this content up to date and leading on the production of new content in a manner agreed mutually. They will also scope out and produce analysis in the other areas and/or produce more detailed analysis of interest in existing areas. This includes scoping work, in consultation with the Healthy Lives analysis team, to identify which factors have the greatest relevance to health. There is scope for the current hierarchy to be adapted if required.
- 4.3 The analysis does not try to unpick causal relationships but instead:
- draws out associations between determinants and health, relying on academic work to comment on causation
 - provides a state of play on the trends and patterns of different wider determinants of health.
- 4.4 There are currently over 60 analysis pages on the evidence hub website that the provider will need to update at different frequencies, at different points across the year.

- 4.5 We anticipate in the first year the successful applicant would, in conjunction with the Health Foundation, scope out and develop three to four new rounds of content, each consisting of around 15 to 20 analysis pages.
- 4.6 In future years, the share of the work on updating and refreshing existing content would increase, relative to scoping out entirely new areas.
- 4.7 In addition to financial support, the Health Foundation will provide:
- strategic direction on the content of the work and the development of the evidence hub
 - ongoing direction and support, signing off all content produced for the site.
- 4.8 It is expected that the supplier will provide the analysis and written commentary in a format specified by the Health Foundation. This will be the narrative and commentary about the analysis which forms the website copy, and data tabulations and charts. We expect the supplier to use Flourish, the data visualisation platform used across the Health Foundation. An appropriate number of seats on the Health Foundation's Flourish account will be provided. The Health Foundation will also provide training and support in using Flourish, either delivered directly or via Flourish or another third party.
- 4.9 The expected division of responsibilities are set out in the table below. A precise schedule to provide updates and new content will be determined with the successful supplier. We anticipate up to four updates of existing content a year and the addition of new content twice a year. Timings for updates will be determined considering the external environment, availability of updates to the data used and in consideration of other priorities and resource availability at the Health Foundation.

General project management
<p>Joint responsibilities:</p> <ul style="list-style-type: none"> • Agreeing main sections to be included with the partner, while the Health Foundation will provide final sign off • Proofreading content • Supporting the development of the site's text and content • Determining a schedule for the site's publication stages
<p>The Health Foundation responsibilities:</p> <ul style="list-style-type: none"> • Determining the strategic direction of the work and overseeing the development of the site • Maintaining sign off responsibility for all content developed and materials produced • Overseeing the development of the evidence hub and scoping new areas to explore • Inputting into content produced by the partner • Managing website updates

- Taking editorial responsibility, while attributing analysis to the provider
- Providing comments on draft content
- Reserving the right to use the analysis for other outputs and to conduct our own scoping and analysis in these areas

Partner organisation responsibilities:

- Leading on undertaking the analysis and production of content for the evidence hub website in a format specified by the Health Foundation
- Leading on quality assurance, to ensure that all underlying data is accurate, and all analysis is sound
- Providing the material in a format specified by the Health Foundation
- Providing data tabulations underpinning the analysis, charts or tables in a format specified by the Health Foundation
- Communicating with the Health Foundation to ensure both parties are involved in the project as it develops and that a dialogue continues about content
- Supporting the promotion of the evidence hub and the analysis generated as part of the body of work
- Continuing to update the analysis as new data is released for the duration of the contract as agreed
- Where required, engaging with stakeholders and experts to help determine content on a given topic area

- 4.10 We plan for the start of the transition from in-house work to the external partner to begin in late August.
- 4.11 The Health Foundation will reserve the right to use the analysis as it sees fit, but would also welcome the partner sharing and disseminating the work, as well as incorporating it into other pieces of their work as needed.
- 4.12 The contract will initially run for 36 months, with a review at the end of every 12 months to ensure both parties are happy with the delivery of the work and to assess the impact of the project. The intention is to extend the project beyond the initial 36 months, if successful, but leaving the option open to hold a competitive tender if required.

5. Desired attributes from applicants

- 5.1. Applicants applying to this tender must have:
- A strong track record of data analysis, including use of relevant statistical packages such as Stata and/or R, and relevant data security processes in place.
 - Knowledge and experience in producing clear, compelling data visualisations for a range of audiences, following brand guidelines and accessibility requirements and best practice. The final charts for the Health Foundation website must be produced in Flourish, knowledge and experience of using Flourish is not essential as training will be given.
 - Knowledge and expertise in the use of high-quality data sources related to social and economic factors that influence health, including:

- Understanding Society: the UK Household Longitudinal Study
- Households Below Average Income/Family Resources Survey
- Labour Force Survey; the English Housing Survey
- Any other relevant data sources.
- Knowledge of sources such as administrative data, education data and so on would be an advantage.
- Knowledge and experience in producing clear, compelling written content that explains trends and their broader significance and policy implications for a range of audiences
- Willingness to work collaboratively with the Health Foundation, particularly in scoping new areas of research and analysis.

6. Costs

- 6.1 Responses to this invitation to tender should include accurate pricing, inclusive of expenses and VAT. Please note that assessment of responses to this tender invitation will be on perceived quality of service and demonstrable ability to meet the brief, rather than lowest cost, but value for money is a selection criterion.
- 6.2 The budget for this commission is up to £100,000 a year (inclusive of VAT and expenses).
- 6.3 We expect this project to last for at least 36 months (three years), with a rolling contract review every 12 months, enabling ongoing review of the work and management of the partnership. The contract will be formed as a 12-month contract, with the expectation of an extension.

7. The application process

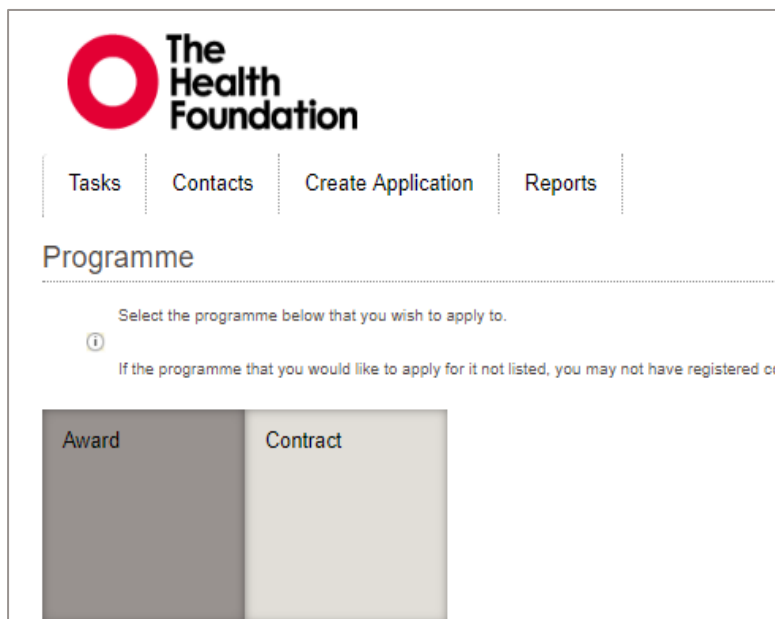
- 7.1. Please complete the online tender response form on the AIMS system by **midday on Friday 30 July 2021**. Please read the AIMS user guide before starting to complete the form. This is available on the Health Foundation website and via the online form on the AIMS system.

7.2. *AIMS quick start*

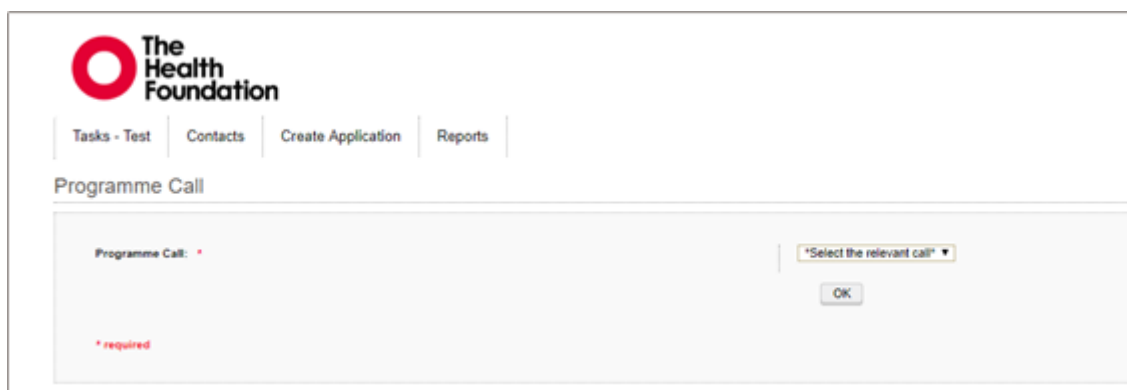
Once you have registered with AIMS and activated your profile via the verification email, you can start a tender response. If you are applying on behalf of a team or organisation, register with the organisation via the '*Contacts*' tab before doing so.

Then click on '*Create Application*' and select to apply on behalf of the organisation you have just registered with.

Select the '*Contract*' programme, as shown below.



On the next screen, click into the drop-down menu and select **Wider Determinants Evidence Hub Project** in the list for 'Programme Call', as shown below.



- 7.3 In putting together your proposal, please include evidence of:
- a strong track record of policy in this field
 - a strong network of stakeholders in this field
 - understanding of the wider determinants of health, specifically the impact on health of prevention and long-term investment in a variety of areas
 - the ability to work collaboratively with the Health Foundation to generate recommendations which will reflect the work of the strategic priority and which are likely to deliver change
 - the ability to deliver the commission to the timetable.

8. Application deadline and interviews

- 8.1. The deadline for applications is **12:00 (midday) on Friday 30 July 2021**.
- 8.2. We will hold interviews for shortlisted candidates in the week commencing **9 August 2021**.

9. Selection process

- 9.1 The Health Foundation will evaluate responses using the following criteria, in no particular order:
- ability to deliver on all required services or outputs
 - the quality and clarity of the proposal, products or services
 - evidence of proven success of similar projects
 - responsiveness and flexibility
 - transparency and accountability
 - value for money
 - financial stability and long-term viability of the organisation (due diligence will be undertaken on all shortlisted organisations).
- 9.2 We will respond to your application by **6 August 2021**.
- 9.3 We will agree a start date with the successful applicant following the final decision; it would be as soon as is practical.

10 Confidentiality

- 10.1 By reading/responding to this document, you accept that your organisation and staff will treat the information contained within it as confidential and will not disclose it to any third party without prior written permission being obtained from the Health Foundation.
- 10.2 Providers may be requested to complete a non-disclosure agreement.

11 Conflicts of interest

The Health Foundation's policy on conflicts of interest describes how it will deal with any conflicts which arise as a result of the work which the charity undertakes. All external applicants intending to submit tenders to the Health Foundation should familiarise themselves with the contents of the conflicts of interest policy as part of the tendering process and declare any interests that are relevant to the nature of the work they are bidding for. The policy can be found and downloaded from [the Health Foundation's website](#).

12 Supporting information

- 12.1 All applicants must read the sample tender response form and sample contract before starting an application. These can be accessed on the project

webpage.

- 12.2** Please check that the organisation responsible for administering the funds can sign up to the conditions detailed in the agreement before you apply for funding. If you have any queries about this, please email Heather.Wilson@health.org.uk.
- 12.3** If you have any queries about the proposal or application process that are not answered in the draft contract agreement or sample tender response form, please email Heather.Wilson@health.org.uk.