

Expression of Interest – Assessment Criteria

Local Area Agreement	Oldham Partnership (Health and Wellbeing Block)
Activity to be Commissioned by Health and Wellbeing Block	<i>LAA 08/09B - Social Marketing for Heart of Oldham</i>

Each Expression of Interest will be assessed only on the basis of the information provided on the Expression of Interest Template.

Expressions of Interest will be awarded scores by the Assessment Panel on the basis of how well the applicant organisation and its proposals meet the Assessment Criteria listed below.

Please note the maximum possible scores attainable on the responses to each of the sections listed below.

Assessment Criteria

High to maximum scores will be awarded for responses that are clear, well described and contain the detail required.

Medium to high scores will be awarded for responses that are adequate in general but are unclear in parts and/ or which demonstrate some minor gaps in the detail required.

Low to medium scores will be awarded for responses that are unclear and/or demonstrate significant gaps in the detail required.

LAA 08-09 - SOCIAL MARKETING FOR HEART OF OLDHAM

1. PROPOSAL

Please describe your proposal for **LAA 08-09B Social Marketing for Heart of Oldham**

This section should be completed with reference to the Programme Specification in the Commissioning Specification (Section Four)

The description of your proposal should include details of the location, approach, scope, timetable and work programme taking into account the aims, objectives and the target audience. (Section Two)

Your proposal should include:

- Specific details of the social marketing research activity to deliver the aims of the commission, one aimed to increase the awareness of and value placed on the cardio-protective diet as a therapy for people with heart disease amongst stakeholders, key influencers, professionals and within the community. The second aimed to develop an insight analysis with the target audience and apply these to the development of creatives and key messages to be used in the Heart of Oldham Programme. The third aimed to provide an active learning environment for staff of Heart of Oldham and other Health Improvement professionals in Oldham to develop their skills and competencies in social marketing
- A detailed description of how the social marketing activity will be delivered – location, approach, scope, work programme (give relevant details regarding integration of the NSMC eight point national benchmark criteria)
- Scope and definition of a sample of the target audience
- Develop an insight into the opportunities and barriers for adopting the principles and practice of the cardio-protective diet in the target audiences
- Develop a clear, measureable and relevant audience segmentation to target health inequalities
- Provide a behavioural analysis for a clear understanding of how to apply exchange analysis via appropriate intervention and marketing mix
- Capture the internal and external competition (*ie competition with other interventions and therapies and competition within the family for behaviours as well as within the individual*)
- Test key messages to be used in the promotion of the therapeutic service, cooking skills course and cookery book, referral and evaluation processes and to report of this by the end of March 2010
- Inform and work with the appointed Delivery Agents for 'Heart of Oldham' in the development of the main targeted programme and pilot approaches where appropriate. Including SMART behavioural goals appropriate to each population segment.

Max Score

<ul style="list-style-type: none"> • Use the National Social Marketing Centres 8 point benchmark criteria and related guidance • Provide a learning environment and training for staff of the Heart of Oldham and other Health Improvement professionals to develop their skills and competencies in social marketing • The total cost of delivery over the lifetime of the activity, (which must be completed by March 31st 2010). (<i>Itemised details to be entered in tables in Section 8</i>) • Brief details of the staff to be deployed in the delivery (<i>Full details to be entered in Section 2</i>) • The quality assurance standards to be applied to delivery of the commissioned activity • Plans for undertaking Equality Impact Assessments • Proposed methods for publicising the service • Details of how users' experiences and outcomes will be evaluated • Proposals for the structure and content of the annual report <p style="text-align: right;">Four pages of A4 maximum</p>	
	150

2. STAFF TO BE DEPLOYED

<p>Please give details of the staff to be deployed. Please list names, specialist expertise etc. This applies to the staff not only of the Lead Delivery Agent but also any organisations sub-contracted to assist in delivery or any organisations forming part of a consortium.</p> <p style="text-align: right;">One page of A4 maximum</p>	Max Score
	25

3. EQUALITY AND DIVERSITY

<p>Please describe briefly how you would ensure that equality and diversity issues are taken into account in delivering the Commissioned Activity. This should include plans for an Equality Impact Assessment or a commitment to undertake the same</p> <p style="text-align: right;">Half page A4 maximum</p>	Max Score
	10

4. RISK ANALYSIS

<p>Please identify the main risks likely to be associated with the successful delivery of the Commissioned Activity and describe your contingency plans for ensuring uninterrupted delivery, covering eventualities such as</p>	Max Score
---	-----------

<p>the examples listed below:</p> <p>Examples: Sickness / departure of key staff, lack of cooperation from prospective partners</p> <p style="text-align: right;">Half page A4 maximum</p>	
	25

5. TRACK RECORD OF APPLICANT ORGANISATION

<p>Give brief details of your organisation's experience of undertaking this type of work and of other relevant activity related to the Commissioned Activity that you are proposing to deliver, together with examples of its most recent achievements in this field.</p> <p>NB. Two references must be e-mailed with your Expression of Interest</p> <p style="text-align: right;">One page A4 maximum</p>	Max Score
	50

6. PARTNERSHIP WORKING

<p>Explain briefly how, in undertaking this commissioned activity, you would expect to establish good working relationships with partner agencies, stakeholders and other interested parties and give details of your organisation's recent experience of partnership working.</p> <p style="text-align: right;">Half page A4 maximum</p>	Max Score
	20

7. OUTPUT PROFILES 2009-10

<p>Please list your key, proposed Outputs for the Commissioned Activity in the tables below.</p> <p>Outputs listed must be measurable and quantifiable</p> <p>Please list key milestones in the accompanying tables</p>	Max Score
	10

8. EXPENDITURE PROFILES 2009-10

<p>Using the tables below, please give details of each year's Expenditure Profiles for the Proposed delivery of the Commissioned Activity.</p> <ul style="list-style-type: none">N.B. A maximum of £60,000 from Area Based Grant Funds has been allocated to this Commissioned Activity, (which must be completed by March 31st 2010), as follows: <table data-bbox="491 555 991 595"><tr><td>Year One</td><td>2009-10</td><td>£60,000</td></tr></table>	Year One	2009-10	£60,000	<p>Max Score</p>
Year One	2009-10	£60,000		
	<p>10</p>			

Maximum score available 300