

Commissioning Specification

LAA 08/09 Heart of Oldham

Expressions of Interest are invited from potential Delivery Agents to undertake the following commissioned activity:

LAA 08/09 Heart of Oldham

1 Introduction and context

The Oldham Partnership is the Local Strategic Partnership (LSP) for the borough of Oldham. LSPs provide a co-ordinated framework for local organisations and agencies to work together to address the issues, which affect local quality of life.

The Health and Wellbeing Block wish to commission the Heart of Oldham activity to reduce the prevalence of cardiovascular disease in Oldham.

2 Background

Cardiovascular disease accounts for a large proportion of premature deaths for both men and women in Oldham. Its prevalence is disproportionately high in some wards and is the major cause of ill health.

The cardio protective (aka Mediterranean) diet has been shown to reduce mortality and subsequent heart attacks by an additional 70% over 2 years when compared to the “prudent” dietary advice given to the control group by their doctors (de Lorgerill et al 1999). The protective effect of the diet was assessed to be maintained for up to 4 years after the patient’s first heart attack. These dietary changes were achieved with one to one support over 6 months from a Dietitian specialising in CHD prevention. This advice and level of support is currently not available in Oldham.

A lack of cooking skills and a lack in knowledge of how to apply the principles of eating for a healthy cardiovascular system are known to be a barrier to behaviour change. Cooking skills programmes have been demonstrated to benefit social and emotional wellbeing as well as enabling people to make changes to their diet that reduce their risk of heart disease.

This diet has also been shown to be beneficial in the primary prevention of cardiovascular disease, incidence of cancer mortality, and the incidence of Alzheimers and Parkinsons disease (Sofi et al 2008).

Cooper, A., Skinner, J., Nherera, L. et al. “Clinical guidelines and evidence review for post myocardial infarction: secondary prevention in primary care and secondary care for patients following a myocardial infarction (full NICE guideline)”. 2007, National Collaborating Centre for Primary Care and Royal College of General Practitioners.

De Lorgeril M, Salen P, Martin JL, Monjaud I, Delaye J, Mamelle N. "Mediterranean diet, traditional risk factors, and the rate of cardiovascular complications after myocardial infarction: final report of the Lyon Diet Heart Study". *Circulation* 1999; 99(6): 779-785.

Mead A et al, Dietetic Guidelines in food and nutrition in the secondary prevention of cardiovascular disease-evidence from systematic reviews of randomised controlled trials et al, *J Human Nutrition and Dietetics*, 2006, vol 19 p401-419

Renaud S, de Lorgeril M et al "Cretan Mediterranean diet for prevention of coronary heart disease", *Am J Clin Nutrition*, 1995; 61(suppl).: 1360s-7s

Sofi F, et al, "Adherence to Mediterranean diet and health status: meta-analysis", *BMJ*, 2008,337:a1344, doi 10.1136/bmj.a1344.

Kennedy LA, Hunt C, Hodgson P, "Nutrition Education Program Based on EFNEP for Low-Income Women in the United Kingdom: "Friends with Food"" *J. Nutrition Education and Behaviour*, vol 30 no 2 p 89-99 1998

NHS Oldham, "Oldham Strategic Commissioning Plan", 2009, accessed from: http://www.oldham.nhs.uk/publica_/wcc/OldhamStrategicCommissioningPlan09.pdf

Oldham Partnership, "The Joint Strategic Needs assessment of Health and Wellbeing in Oldham" 2008 accessed from; http://www.oldhampartnership.org.uk/joint_needs_service_assessment.pdf

The scope of the targeted service must include two main strands:

- **Custom specialist dietetic advice and support for referred individuals at high risk of and /or with existing cardiovascular disease**
- **Development, provision and delivery of cooking courses in line with cardio protective dietary guidance and best practice, leading to the production of a 'Heart of Oldham' cookbook and the creation of a core group of volunteers suitably trained to sustain continued delivery of these cooking courses**

Those delivering the Heart of Oldham project will be making key decisions that will impact on the success of the project in terms of;

- Content of the programme
- Tone and style of the Happy Heart cooking course and cookbook
- Approach used in communicating the key messages and promotion of the benefits of the diet to stakeholders, professionals and at risk groups
- Addressing the perceived barriers to implementing the diet.
- Methods to be promoted for the passing on of skills and knowledge to families and communities.

A separate social marketing programme to be commissioned concurrently in 2009/10 will inform these decisions. This programme will entail qualitative research with target communities, professionals and stakeholders to develop insight analysis that will inform creative development of communication tools and materials. The target communities will be in those areas of Oldham where the prevalence of CHD is

highest. This commission will also include the training and mentoring of the providers of Heart of Oldham in social marketing. The social marketing programme is expected to complete by the end of March 2010.

3 Anticipated Outcomes and Outputs

Outcomes

NI 120 – All-age, all cause mortality rate.	Tier 1	To contribute to the reduction in the rate of deaths per 100,000 to a rate of 725 male and 503 female by December 2011
NI 121 – Mortality rate from all circulatory diseases at ages <75.	Tier 1	To contribute to the reduction in the rate of deaths per 100,000 from circulatory diseases to 93.37 by December 2011 for those aged under 75
NI 1 - % of people who believe people from different backgrounds get on well together in their local area	Tier 1	To provide opportunities for social interaction for people of different ages and backgrounds.
NI 6 - Participation in regular volunteering	Tier 2	To involve volunteers in passing the knowledge and skills gained through cardio protective diet courses
NI 8 - Adult participation in sport	Tier 2	To support and encourage participants and patients to become more physically active
NI 124 - People with a long-term condition supported to be independent and in control of their condition	Tier 2	To enable people to be more effective in managing their risk of CHD and symptoms and to acquire the skills to sustain dietary changes in the longer term

Anticipated Primary Outputs

Primary Outputs	Estimated total over lifetime of the commissioned activity, (which must be completed by March 31 st 2011).
Happy Heart Cooking Skills course developed and produced	1
Number of 10 session cookery courses run	50
Number of referrals for 10 session cookery course	600
Number of people signing up for the 10 session cookery course	500
Minimum number of BME people signing up for the 10 session cookery course	100
Number of people completing the 10 session cookery courses	450
Minimum number of BME people completing the 10 session cookery courses	90
Number of referrals for 1:1 support from Specialist Dietitian	300

Minimum number of BME referrals for 1:1 support from Specialist Dietitian	60
Number of people attending 1 st appointment of 1:1 support from Specialist Dietitian	270
Minimum number of BME people attending 1 st appointment of 1:1 support from Specialist Dietitian	54
Number of people completing 6 months of 1:1 support from Specialist Dietitian	240
Minimum number of BME people completing 6 months of 1:1 support from Specialist Dietitian	48
Number of people trained as volunteers to deliver courses and running courses	12
Number of BME people trained as volunteers to deliver courses and running courses	3
Number of courses run by trained volunteers	20
Number of taster sessions and demonstrations	50
Production of Heart of Oldham Cardio-protective cookbook (Cooking for a Happy Heart) that is culturally sensitive and relevant to at risk communities in Oldham.	1
Number of voluntary contributors to the cookbook	25
No. of Quarterly reports on key achievements and progress with outputs	6
Evaluation report (by December 15 th 2010)	1
No of Evaluations carried out (in-house, qualitative evaluation of user experience and outcomes, quantitative analysis of the numbers and characteristics of participants and changes in lifestyle and or risk factors.	1
No of Commissioning Group meetings attended by key service staff (as requested) to report progress.	>2

N.B. Potential Delivery Agents are welcome to propose additional outputs in their Expressions of Interest

The long and medium term of the project should be considered. The detailed evaluation report is required before December 15th 2010 to inform commissioning decisions that will impact on activity in the Jan-March quarter of 2011.

Expressions of Interest are therefore invited from potential Delivery Agents for:

LAA 08/09 Heart of Oldham

Potential Delivery Agents

- Expressions of Interest are welcomed from individual organisations or consortia. If a consortium applies to undertake delivery of the commissioned activity, **one organisation must be identified as the Lead Delivery Agent.** Accountability for delivery will remain with that identified Lead Delivery Agent.

N.B. A maximum of **£220,000** from Area Based Grant Funds has been allocated to this Commissioned Activity, (which must be completed by March 31st 2011), as follows:

Year One	2009-10	£50,000
Year Two	2010-11	£170,000

- Potential Delivery Agents are invited to propose parts of the delivery expected to be completed by the end of March 2010 to be funded from the **Year One** allocation.
- Progression into the second financial year of delivery will be subject to satisfactory, ongoing and year-end review of delivery in Year One
- The Commissioned Activity must be completed **by March 31st 2011**
- The intellectual property rights of all material, associated information and reports, specifically produced for, and resulting from, the delivery of this commissioned activity will belong to the Oldham Partnership

4 Programme Specification

<p>Elements of the Activity to be Commissioned</p>	<p><i>The Health and Wellbeing Block does not intend to be over-prescriptive, either in terms of the approach to be taken or the nature of the work to be undertaken in delivering this commissioned activity.</i></p> <p><i>However, it is envisaged that potential Delivery Agents, in formulating their Expressions of Interest, will include the following areas of work in their proposals for delivery of the commissioned activity:</i></p>
<p>Heart of Oldham</p>	<p><i>A separate social marketing programme to be commissioned concurrently in 2009/10 will inform this Commissioned Activity. The programme will entail qualitative research with target communities, professionals and stakeholders to develop insight analysis that will inform creative development of communication tools and materials. The target communities will be in those areas of Oldham where the prevalence of CHD is highest. This will also include the training and mentoring of the providers of Heart of Oldham in social marketing. It will aim to develop awareness of the cardio protective diet and increase the value placed in it by professionals and members of the community. It will develop and test key messages, for example using a term like cooking for a happy heart instead of the cardio protective or Mediterranean diet. This programme is expected to complete by the end of March 2010.</i></p> <ul style="list-style-type: none"> • Provision of a targeted service incorporating the following: <ol style="list-style-type: none"> 1. Custom specialist dietetic advice and support for referred individuals at high risk of and /or with existing cardiovascular disease 2. The development, provision and delivery of cooking courses in line with cardio-protective dietary guidance and best practice, leading to the production of a 'Heart of Oldham' cookbook and the creation of a core group of volunteers suitably trained to sustain continued delivery of these cooking courses • A detailed description of how the service will be delivered – location, approach, scope, work programme (give details of relevant procedures that will be used e.g. level and standards of customer care, how clients will be monitored, how client data will be held, how evidence/ experience from previous service users has informed the work programme etc) • Descriptions of where and how you anticipate using the insight analysis and other outputs of the social marketing programme • Details of how to promote referrals from relevant agencies (eg exercise referral scheme, cardiac rehabilitation services, GPs etc. • Details of the help/ advice/ information given to these agencies to select relevant/ appropriate clients for referral • Details of how referred clients would be assessed for readiness to enrol prior to starting the 6 month programme with the Specialist Dietitian • A basis for how referred clients are accepted/ refused for enrolment onto the 1:1 specialist support programme

	<ul style="list-style-type: none"> • Details of how you will ensure that consistent advice is provided by partner agencies and clinicians. • Details of how the programme will link with existing services and developments, for example in Dietetic services and the cardiovascular risk programme. • Details of the nature of individual consultations given to referred patients (including key components of the dietary advice) • Details of required (preferred) experience and qualifications for each member of the delivery team (ie the specialist Dietitian and cooking course staff) • Details of nature of training that will be provided for food workers, food teachers, volunteers • Descriptions of how the volunteer trainees will continue / pass on cooking courses, recipes and dietary advice to the wider family and community • Details of how the service will address sustaining delivery of cooking courses • Details of the nature, scope, format of the proposed Heart of Oldham cook book (electronic and or paper) including proposals for its marketing and publicity (this element will be significantly informed by the separate Social Marketing activity) • Details of all aspects that will be covered in the in-house evaluation of this activity • Details of how clients' experiences and outcomes will be evaluated • Details of content and structure of the annual report • Proposals for dissemination of the evaluation and annual report to the Health and Wellbeing Block and relevant organisations including referral agencies • Estimated number of BME clients, who will benefit from the services delivered by the commissioned activity
Partnership Working	The successful Delivery Agent will be expected to cooperate and collaborate, where appropriate, with other Delivery Agents undertaking activity commissioned on behalf of the Oldham Partnership and other agencies.
Duration of commissioned Activity	The Commissioned Activity must end on March 31st 2011
Prospective Delivery Agents	<p>Only Expressions of Interest with a SINGLE, identified Lead Delivery Agent will be considered.</p> <p>Where the Lead Delivery Agent wishes to sub-contract part/all of the activity, accountability will remain with the Lead Delivery agent.</p> <p>Any proposed sub-contract arrangements must be clearly stated in the Expression of Interest and will be scrutinised by the Assessment Panel.</p>
Deadline for receipt of Expressions of Interest	Potential Delivery Agents, (individual organisations or consortia) must submit their Expressions of Interest for undertaking the Commissioned Activity by 1.00 pm, Monday 12th October 2009 . Two references should accompany the submission

Area Based Grant Funds available	<p>A maximum of £220,000 from Area Based Grant Funds has been allocated to this Commissioned Activity, (which must be completed by March 31st 2011):</p> <table data-bbox="592 309 1107 427"> <tr> <td>Year One</td> <td>2009-10</td> <td>£50,000</td> </tr> <tr> <td>Year Two</td> <td>2010-11</td> <td>£170,000</td> </tr> </table>	Year One	2009-10	£50,000	Year Two	2010-11	£170,000
Year One	2009-10	£50,000					
Year Two	2010-11	£170,000					
Insurance	Please provide copies of documents showing a minimum of £5m public liability insurance and £10m employer's liability insurance, in line with OMBC requirements						
Intellectual Property Rights	The intellectual property rights of material, associated information and all reports <u>specifically produced for, and resulting from</u> , this Commissioned Activity will belong to the Oldham Partnership.						

5 Further Information

In formulating applications, potential Delivery Agents should bear in mind that the Assessment Panel, which will consider their submissions, will expect to see the following detail:

- Measurable, quantifiable outputs, which demonstrate the effectiveness, scope and scale of the work to be undertaken over the lifetime of the commissioned activity, (which must be completed by March 31st 2011).
- Fully costed Expenditure Profiles, demonstrating value for money and effective use of financial resources and staff, relating to the commissioned activity, (which must be completed by March 31st 2011).
- A work schedule, which shows clearly how the Commissioned Activity will commence and be completed within the designated time scale
- Details of the quality assurance standards that will be applied to ensure effective delivery of the commissioned activity
- Evidence, (backed up by references), of practical experience and demonstrable achievement in this field of activity
- Details of staff to be deployed, giving names and specialist expertise etc. This applies to all staff, including, where relevant, those employed by other organisations in the consortium and by sub-contractors. In cases where new staff may need to be recruited, details of the recruitment timetable, job descriptions, person specifications etc must be supplied.
- Contingency plans / risk assessments to cover eventualities such as the departure or sickness of key staff during delivery of the Commissioned Activity

- Evidence that equality and diversity issues have been taken fully into account in planning the delivery of the Commissioned Activity.
- Details of plans to ensure collaborative, joined-up working and sharing of information in situations where sub-contractors are undertaking elements of the commissioned activity

6 Deadline for Submission of Expressions of Interest

- An electronic version of the Expression of Interest should be submitted on the template provided to: harji.patel@oldham.gov.uk
- **Two references** should also be e-mailed to harji.patel@oldham.gov.uk
- In addition, a **hand-signed**, hard copy of the Expression of Interest, (on the template provided), must be sent to the address listed below.

All Expressions of Interest, (electronic and hard copy versions) must be received by **1.00 pm Monday 12th October 2009**. Submissions received after the stated deadline will **not** be considered.

It is the responsibility of the potential Delivery Agent to ensure that a signed, hard copy of their Expression of Interest has been received at the following address within the stated deadline.

Private and Confidential
(Ref: LAA 08-09 HEART)
Harji Patel
Oldham Partnership Support Team
Civic Centre, Room 441
West Street
Oldham
OL1 1UL

7 Selection Procedure

All Expressions of Interest received from potential Delivery Agents within the stated deadline will be considered by an Assessment Panel, which will meet as soon as possible after the deadline date.

The successful Delivery Agent will subsequently be notified of the outcome and invited to participate in the next stage of the process, (the drawing up of an agreed Delivery Schedule).

N.B. The anticipated Outputs proposed by the successful Delivery Agent will be finalised during the drawing up of the Delivery Schedule.

Unsuccessful organisations will be notified in due course.