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# INVITATION TO TENDER

**Title: JU:MP Creating Active Schools Online CPD - Content Writing**

**Deadline for receipt of tender proposals: 5pm November 11th 2021**

**Contract Value: £30,000 - £40,000 inclusive of VAT**

## **Background**

**JU:MP, the Bradford Local Delivery Pilot (LDP)** is a pilot programme led by Active Bradford that aims to test and learn what helps children and families to be active. The pilot is one of 12 Sport England LDPs across England <https://www.sportengland.org/our-work/local-delivery-pilots-community-of-learning/>, and has received £9 million of National Lottery funding, through Sport England to deliver and evaluate the programme. Born in Bradford, a research programme hosted at Bradford Teaching Hospitals NHS Foundation Trust, are leading the pilot on behalf of Active Bradford.

JU:MP aims to improve the health and wellbeing of children aged 5 – 14 and their families, through physical activity across a disadvantaged, ethnically diverse area of North Bradford. The aim is to pilot a whole systems approach to increasing children's physical activity by working with local families, communities, schools and organisations, by making improvements to the environment and influencing policy and strategy.

## **Outcomes**

The ambition of our pilot is to use physical activity as a vehicle to achieve three outcomes that the Bradford District Plan of 2016 set out as priorities for the District.

1. Better Health (improved physical and mental wellbeing)
2. Better Skills (improved academic and social skills)
3. Safe, clean and active communities (reduced crime, improved social mixing and inclusivity)

The pilot's objective is to increase the numbers of children achieving 60 minutes of moderate to vigorous physical activity (MVPA) per day at a population level, and thus improve outcomes for children and young people aged 5-14 years. Born in Bradford measured the physical activity levels of 1429 Bradford children aged 9-11 years from 2017-2019, using accelerometry (devices worn on the hip that accurately measure activity). They found that there were major inequalities in physical activity levels across gender and ethnicity with White British Boys being the most active, and Pakistani Heritage girls being the least active. (See table below). JU:MP is committed to reducing these inequalities by addressing the barriers that less active groups of children face.

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	All	Boys	Girls	White British	Pakistani Heritage	White British boys	Pakistani Heritage boys	White British girls	Pakistani Heritage girls
<b>MVPA mins/day</b>	46	54	38	53	40	62	49	47	33
<b>% Meeting Guidelines</b>	23%	34%	13%	32%	16%	42%	28%	24%	6%

MVPA mins = the average number of minutes of moderate-to-vigorous intensity physical activity each day

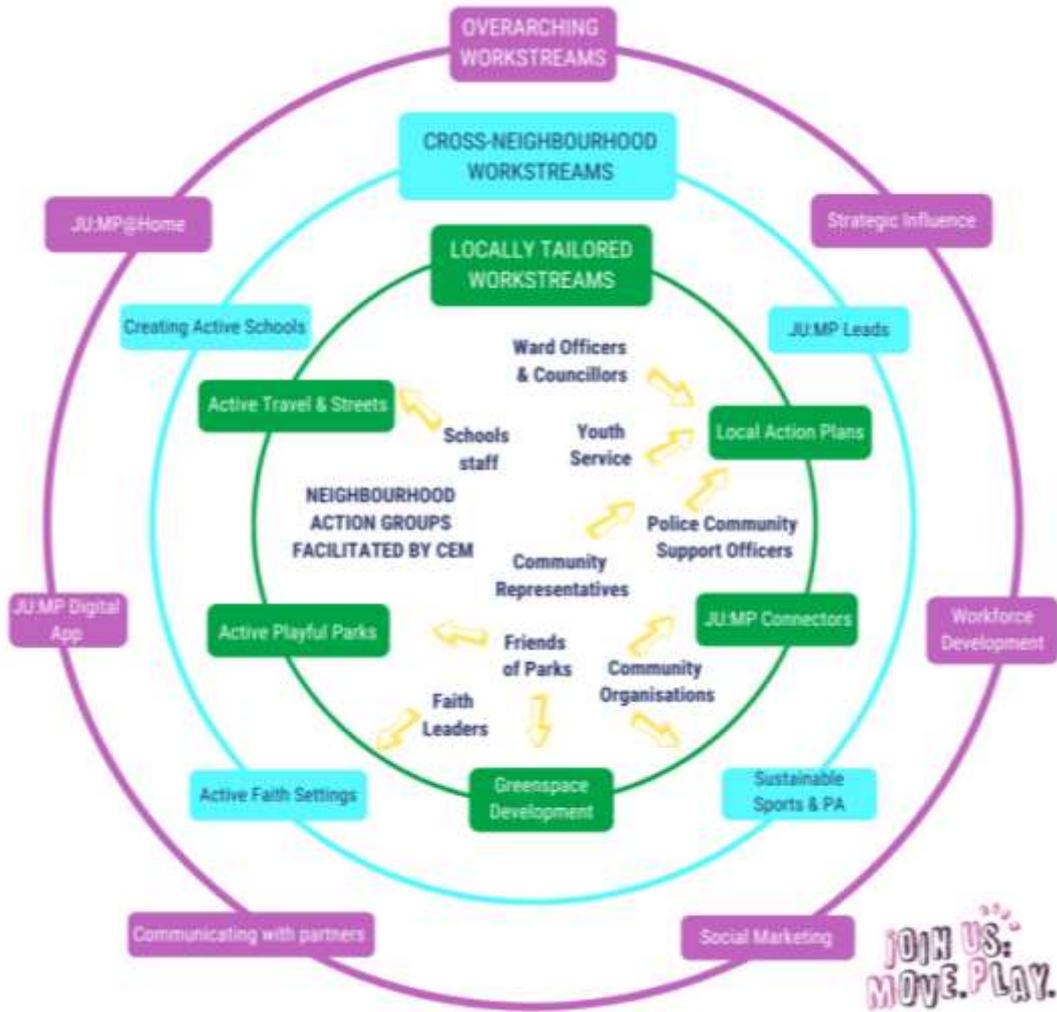
The pilot will work across a defined area of North Bradford; Eccleshill and Windhill; Fairweather Green, Heaton Toller, Manningham and City; Allerton and Bolton and Undercliffe (See Map Appendix 1). This area has high levels of deprivation and a population of 140,000, of which 27,000 are children and young people.

Sport England have tasked the Local Delivery Pilots with creating sustainable changes to tackle inactivity and JU:MP is taking a behaviour change approach to achieve this. This approach involves building the capability and motivation of children and families to be active, and creating sustainable opportunities to be active in the local area. This will be by creating sustainable opportunities for organised sports and active recreation and also encouraging children and families to do simple things to be active for themselves like walking to the shops, going to the park or playing active games together.

Our approach is to work in partnership with local organisations and communities, taking an asset-based approach and focussing on solutions.

Further information: <https://www.activebradford.com/jump>

The JU:MP Accelerator Phase plan has 15 workstreams which have been identified through evaluation of the Pathfinder phase and wider research into what shows promise of working. Nine workstreams are primarily focussed at a neighbourhood level, there are also six overarching workstreams that will be delivered across the whole JU:MP area (all 8 neighbourhoods) by the core JU:MP team and wider commissioned organisations and providers.



Details on the workstreams can be found on the JU:MP website:  
<https://www.activebradford.com/jump>



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## Section 1: Specification

### Introduction - JU:MP Creating Active Schools Online CPD - Content Writing

As referred to in the background section, one of our cross neighbourhood workstreams on JU:MP is Creating Active Schools (see <https://ijbnpa.biomedcentral.com/articles/10.1186/s12966-020-0917-z> for further information on the development of the framework). As part of our asset based approach on the JU:MP programme, we are currently developing, in partnership with the University of Bradford and Yorkshire Sport Foundation, the Creating Active Schools Toolkit (see <https://www.creatingactiveschools.org/toolkit> for further information).

The “profile analysis” and “planning” parts of this tool are now being trialled by schools in Bradford (as part of JU:MP and other physical activity programmes), as well as in other local delivery pilots and active partnership networks across the country. The next step of the development of the toolkit is to produce 22 online evidence based continuous professional development (CPD) modules that support schools in addressing the specific areas of focus they have identified from the “profile analysis” and “planning” stages.

#### 1.1 Requirements

We are therefore looking for an individual/organisation(s) to work collaboratively with us to write the content for the online CPD modules, so that these can be produced and made available as part of the Creating Active Schools toolkit by July 2022. The 22 online CPD modules required are:

- Policy 1 - School Improvement
  - Policy 2 - Monitoring and Evaluation
  - Policy 3 - Policies and Routines
  - Policy 4 - Communication
  - Policy 5 - Professional Development and Knowledge
  - Environments 1 - Classroom and Corridors
  - Environments 2 - Hall Space(s)
  - Environments 3 - Outdoor Space (on school site - moveable resources)
  - Environments 4 - Outdoor Space (on school site - fixed resources)
  - Environments 5 - Outdoor Space (beyond school site)
  - Stakeholders 1 - School Leaders
  - Stakeholders 2 - Teachers and other school staff
  - Stakeholders 3 - Children and Young People
  - Stakeholders 4 - Parents and Guardians
  - Stakeholders 5 - Wider Stakeholders
  - Opportunities 1 - Curriculum lessons (non PE)
  - Opportunities 2 - P.E. (including swimming)
  - Opportunities 3 - Playtimes/recess/breaks/lunch
  - Opportunities 4 - Events/visits
  - Opportunities 5 - Before and After School Clubs
  - Opportunities 6 - Active Travel
  - Opportunities 7 - Wider Community
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We are looking for an individual/organisation (or partnership of organisations) with:

- Experience of using or developing evidenced (research and policy) based approaches to improve physical activity for children in schools (and beyond).
- Experience of writing or delivering evidence-based training/CPD on programmes that improve children's physical activity behaviours across the whole school day.
- Experience of writing/delivering programmes that focus on organisational and cultural change to promote health and wellbeing in schools.
- Experience of co-production with a range of school-based stakeholders.
- Experience of working in partnership with schools in relation to physical activity and/or organisations (universities, charitable organisations) locally, regionally or nationally that work closely with schools on physical activity.
- The ability to work collaboratively with our Creating Active Schools CPD review team. This is made up of our CAS Director, Education Manager from the Yorkshire Sport Foundation, a representative from our research team, and the National Creating Active Schools Manager (who is supervising the wider active partnership rollout across the country) to ensure the CPD reflects both evidence and practice from across the country.
- The ability and capacity to work with our "production" team so that the written material for each module can be produced (with relevant toolkits and school case studies) during the Summer term 2022, ready for online use by schools for the 2022/2023 academic year.
- The ability to fully prioritise this project so that the tight timeframes for production by the Summer term can be met.

## **1.2 Services**

The services in relation to the production of the CPD modules can be outlined as follows:

- Planning meeting for each module to finalise learning outcomes (already drafted by our CPD review team), and consider relevant research, case studies and toolkit.
- Production of overview plan for each module (including case studies, toolkits, tasks that need writing/preparing) to be signed off by review board.
- Content writing and "slide deck" produced for each module (using CAS branded assets), including diagrams that need to be passed to our graphic designers, "scripts" for school case studies and toolkits not yet available.
- Meetings with "production" team to ensure video case studies fully align to learning outcomes for each module.
- Review of final modules, as part of CAS CPD review board.

## **1.3 Outputs**

- January - April 2022: Content (slide decks, diagrams, case studies and toolkits) written for 22 CPD modules - all content completed by 30th April 2022.
- March to July 2022: Member of review board to ensure production of CPD for CAS website is in line with learning outcomes and content provided.

## **1.4 Values**

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- Collaborative working is at the heart of the JU:MP neighbourhood working; doing with, not for or to communities. We want to apply the same process to the development of our CPD at a local, regional and national level.
- Take a behaviour change approach to the development of the CPD modules.
- Establishing an ethos that is fun, energising and inclusive and reflecting this in the CPD modules.
- Wider stakeholder engagement and co-design are principles that will run throughout the programme.
- Establishing sustainable activity wherever possible and supporting communities to do things for themselves - these CPD modules will support schools do this.
- Taking a test and learn approach, being open to taking risks and being innovative.

### Procurement and Project Timetable

Event	Date/Time
Tender Notice posted	15th October 2021
<b>Tender response deadline</b>	<b>5pm, 11th November 2021</b>
Interviews	23rd November 2021 - 11am to 4pm, Wolfson Centre, BD9 6TB
Decision made	29th November 2021
Anticipated start date of contract	30 days after decision date
<b>Start date for delivery</b>	As soon as possible but no later than 10th January 2022.

### Procurement Procedure

Bradford Teaching Hospitals NHS Foundation Trust (BTHFT) is leading the tender process and will manage and oversee the contract once awarded on behalf of Active Bradford.

Bidders can then raise any queries they have about the requirements by email to [tenders.jump@bthft.nhs.uk](mailto:tenders.jump@bthft.nhs.uk). These should have the subject “**JU:MP Creating Active Schools Online CPD - Content Writing - Tender Query**”. We will publish all questions raised (without disclosing the source of the enquiry) and all responses to bidders on our website [www.activebradford.com/jump-tender-opportunities](http://www.activebradford.com/jump-tender-opportunities), unless we consider the information to be commercially sensitive. Our view on the issue of commercial sensitivity shall be final, the bidder raising the question will be asked to withdraw it if it does not agree with this assessment.



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We reserve the right to carry out clarifications if necessary; these may be carried out via email or by inviting shortlisted bidders to attend an interview. In order to ensure that both BTHFT's and bidders' resources are used appropriately; we will only invite bidders to attend an interview and present proposals if deemed necessary. You are responsible for all your expenses when attending such meetings. BTHFT reserves the right to vary all dates in this Invitation to Tender, to request bidders to attend an interview, to terminate this procurement process and/or decide not to award a contract.

Please note that all assets in relation to the online CPD will be owned by BTHFT and are for exclusive use for the online CPD on [www.creatingactiveschools.org](http://www.creatingactiveschools.org) and cannot be used in other projects/toolkits.

### **Duration of Contract**

January to July 2022 subject to signed service level agreement.

### **Service Levels**

You must propose Service Levels in your tender response for agreement with BTHFT. You will be required to comply with the SLAs above and any others suggested and agreed with BTHFT as part of the contract.

### **Escalation Procedures**

In the event of a major problem, a list of contacts will be required to manage any problem to a successful conclusion.

### **Account Management**

In performing the services required under this contract, the supplier will report to JU:MP Project Manager.

Please specify in your proposal the named individual who will be responsible for the account management of this contract on behalf of your organisation.

### **Management Reporting/Review Meetings**

Management and reporting to be agreed in liaison with the successful bidder.

### **Contract Value**

£30,000 - £40,000 inclusive of VAT

### **Payment Structure and Billing Requirements**

Payments to be made in instalments on achievement of agreed milestones.

### **Evaluation Criteria**

You are required to respond to **ALL** of the criteria below. To assist our evaluation of your tender submission, please ensure you clearly cross-refer your responses to the assigned numbers.

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(a) Quality Criteria

**80% of the marks** will be allocated to your response to the Quality Questions (table 1 below). Each question will be scored using the methodology below.

Your overall score for each question will be calculated by multiplying the quality score you receive with the weighting for that question, set out below. This score will then be divided by the total maximum available score for the Quality Criteria (325) and multiplied by 80% to get your final score for that question.

Example: assume Bidder A scores 3 for Question 1: the formula is **10 x 15 = 150, 150 ÷ 325 x 80 = 37%**

**20% of the marks will be available for your Price Proposal.** The methodology for scoring price is set out further below.

Your responses should be supported by evidence/previous successful implementation of proposed solutions for meeting our requirements.

Please note – Though criteria are numbered, this does not relate to any order of importance.

**Table 1**

**In submitting your tender provide:**

Please provide evidence of partnerships through letters of support for the bid outlining the role partners will play and if applicable what resources/funding they will receive.

	<b>Criteria</b>	<b>Weighting</b>
<b>Question 1</b>	Provide a detailed summary of work your organisation has previously undertaken that is relevant to the requirements in section 1.1 and 1.2.	15
<b>Question 2</b>	Provide details of how your existing partnerships and networks will help you to deliver the programme requirements as outlined in section 1.2 and 1.3.  Outline how your organisation is committed to the values outlined in section 1.4 and give examples of how you have worked in this way.	15  10
<b>Question 3</b>	<b>Project management and delivery:</b>	10



	<p>Please provide your plan for implementation and a provisional timeline for delivery.</p> <p>Describe why this approach is feasible and effective based on your previous relevant experience.</p> <p>Describe how you will meet our required outputs and any additional services you can provide.</p>	
<b>Question 4</b>	<p>Demonstrate your skills and experience and that of your team/staff (where relevant) to undertake/oversee this contract if successful.</p> <p>Outline how your/their experience, knowledge and skills will be beneficial to the project, as well as your approach to quality assurance. Please ensure that in this section you include a risk profile analysis that identifies risks involved in completing this work and how you will mitigate against these to ensure successful delivery within very tight timeframes.</p>	10

### Scoring Methodology

<b>0</b>	<b>Poor</b>	No response or partial response and poor evidence provided in support of it. Does not give BTHFT confidence in the ability of the Bidder to deliver the Contract.
<b>1</b>	<b>Weak</b>	Response is supported by a weak standard of evidence in several areas giving rise to concern about the ability of the Bidder to deliver the Contract.
<b>2</b>	<b>Satisfactory</b>	Response is supported by a satisfactory standard of evidence in most areas but a few areas lacking detail/evidence giving rise to some concerns about the ability of the Bidder to deliver the Contract.
<b>3</b>	<b>Good</b>	Response is comprehensive and supported by a good standard of evidence. Gives BTHFT confidence in the ability of the Bidder to deliver the contract. Meets the Fund's requirements.
<b>4</b>	<b>Very good</b>	Response is comprehensive and supported by a high standard of evidence. Gives BTHFT a high level of confidence in the ability of the Bidder to deliver the contract. Exceeds BTHFT's requirements in some respects.
<b>5</b>	<b>Excellent</b>	Response is very comprehensive and supported by a very high standard of evidence. Gives BTHFT a very high level of confidence of the ability of the Bidder to deliver the contract. Exceeds BTHFT's requirements in most respects.

(b) Price Criteria



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**20 marks** will be awarded to the lowest priced bid and the remaining bidders will be allocated scores based on their deviation from this figure. Your total costs figure including VAT and expenses in the schedule of charges below will be used to score this question.

For example, if the lowest price is £100 and the second lowest price is £125 then the lowest priced bidder gets 20 (full marks) for price and the second placed bidder gets 15 marks and so on. ( $25/100 \times 20 = 5$  marks;  $20 - 5 = 15$  marks)

**The bidder with the highest score when the quality and price marks are added up will be the preferred bidder.**

### **Schedule of Charges**

If VAT is chargeable on the services to be provided, this will be taken into account in the overall cost of this procurement contract.

Bidders shall complete the schedule of charges below estimating the number of days and travel and subsistence costs associated with their bid plus wider costs such as venue hire and materials, etc. The total fixed price will be inclusive of VAT and inclusive of expenses and all costs to be incurred. A more detailed budget will be required on successful application.

#### **Notes:**

1. BTHFT reserves the right to reject abnormally low tenders.
2. The Bidder's total costs must not exceed **£40,000 inclusive of VAT and all expenses. Bidders whose costs exceed this amount will be excluded from further consideration in the tender process.**
3. You should not submit additional assumptions with your pricing submission. If you submit assumptions, you will be asked to withdraw them. **Failure to withdraw them will lead to your exclusion from further participation in this competition.**

### **SECTION 2: INSTRUCTIONS TO TENDERERS**

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Please submit your tender offer in accordance with all of the instructions, requirements and specifications set out in the enclosed documentation.

You must treat these documents and any further information provided by BTHFT as confidential at all times, and only disclose them if necessary to prepare a compliant response to the tender.

Nothing in the enclosed documentation or appendixes, or any other communication made between BTHFT and any other party, can be considered a contract or agreement at this stage.

### **Compliance**

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BTHFT reserves the right to disqualify or reduce the evaluation score of any tenderers who do not fully comply with the requirements in the tender documentation, in particular the closing time and date.

BTHFT reserves the right to evaluate proposals on a variety of criteria. The tender with the lowest price will not automatically be accepted.

### **Validity of offer**

You must offer your tender for acceptance for 60 days from the deadline for tender submission.

Please note that by submitting a tender response for consideration, you are confirming that, as an officer for the company/organisation that you represent, you have read and understood the tender documents and that your offer to BTHFT is open for acceptance for 60 days from the tender closing date.

### **Tendering**

Your submission should not exceed 3,000 words including tables.

If we extend the deadline for tender responses, we will post this information on the Active Bradford website.

BTHFT reserves the right, in its absolute discretion, to cancel or suspend this tender process at any time and for any reason. If we need to do this, we will notify you in writing as soon as is reasonably practical.

BTHFT is not responsible, and will not pay for any expenses or losses you incur during, but not limited to, the tender preparation, site visits, post-tender negotiations or interviews.

### **Return of Tender**

You must complete and submit your [tender response/proposal](#) electronically to **tenders.jump@bthft.nhs.uk** by the tender response deadline of **12 noon, 12th November 2021**

The email submitted must include the subject:- **Invite to Tender – JU:MP Creating Active Schools Online CPD - Content Writing**

If you are experiencing any problems submitting your document by email, please email **tenders.jump@bthft.nhs.uk** for further assistance.

We will only accept responses submitted via email. We will not accept any responses submitted by any other method. Any tender delivered after the closing date and time for any reason will be discounted. BTHFT is not responsible if all or part of your tender is not received.

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