



INVITATION TO TENDER

Title: BiB/JU:MP Digital – Behaviour change and data collection tool to improve children’s health and wellbeing

Deadline for receipt of tender proposals: 4th February 2022, 12pm noon

Contract Value: £100,000 - £120,000 inclusive of VAT

Background on Born in Bradford (BiB) and Join Us: Move Play (JU:MP)

Born in Bradford (BiB)

BiB is an applied research programme hosted by Bradford Teaching Hospitals NHS Foundation Trust. BiB’s major study is a world class birth cohort which provides epidemiological research following the lives of 13,500 children and their parents (30,000 participants in total), as they grow up in the city. The overall goal of BiB is to create better health outcomes across the population of Bradford. Currently, BiB has been researching long-term health related aspects of humans and their relation to demographic large scale environmental factors. The organisation is now transitioning to a new area of applied research that is indicative through the BiB Better Start and JU:MP projects. The goal of this applied research is to discover initiatives that are effective at generating better health outcomes, and to identify the relationships between initiatives and specific health effects. The organisation now wants to develop digital approaches to aid this discovery and research.

BiB Age of Wonder

BiB Age of Wonder will be a seven-year project capturing the journey through adolescence and adulthood of the BiB cohort and their peers. BiB aim to work in partnership with secondary schools and young people across the district to create a detailed picture of every aspect of what it’s like to grow up in Bradford, through in-class surveys, clinical assessments, blood samples and cognitive assessments.

JU:MP

JU:MP, the Bradford Local Delivery Pilot (LDP) is an Active Bradford programme being led by BiB 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 and has received £9 million of funding, through Sport England to deliver and evaluate the programme. 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, through making improvements to the environment and influencing policy and strategy.

JU:MP aims to energise, inspire and support children and families to enjoy being active and to make this easier for them to do. The priority is to engage less active groups of children, which local and



national data shows include girls, children and young people from black and minority communities and children with disabilities.

Outcomes

The ambition of our pilot is to use physical activity as a vehicle to achieve three outcomes; Better Health (improved physical and mental wellbeing), Better Skills (improved academic and social skills), and Safe, Clean and Active Communities (reduced crime, improved social mixing and inclusivity). The pilot works across a defined area of North Bradford which is a multi-ethnic area with high levels of deprivation and a population of 140,000, of which 27,000 are children and young people.

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. The need for innovative mechanisms to promote activity is increasing. BiB measured the physical activity levels of 1,429 Bradford children aged 9-11 years and found that 77% were not active enough to benefit their health, and there were major inequalities in physical activity levels across gender and ethnicity.

Evidence from the BiB cohort has guided the development of the JU:MP plans, alongside international literature and consultation with over 1,200 children and families. The cohort study will also be used to evaluate the JU:MP programme and our research team will conduct neighbourhood- and project-level evaluations to capture more evidence on what works. The JU:MP applied research programme is a world leading study, and we will share the results widely and use the findings to help inform future policy and practice at a local, national and global level.

JU:MP aims to create sustainable changes to tackle inactivity and 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 opportunities to be active in the local area. This will be by encouraging children, young people and families to do simple things to be active for themselves like walking, cycling, going to the park or playing active games together, as well as creating more opportunities for organised sport and activities. Developing digital tools to encourage behaviour change is also a key approach.

JU:MP has 15 work streams, which have been identified through evaluation of the early work by JU:MP and wider research into what shows promise of working. The development of a BiB/JU:MP digital tool is one of the overarching work streams. For further information, please visit www.activebradford.com/jump

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



SECTION 1: SPECIFICATION

BiB/JU:MP Digital; Behaviour change and data collection tool to improve young people's health and wellbeing

Background

JU:MP commissioned Dubit Ltd to undertake an initial development stage for the JU:MP digital data registration/collection system and engagement tool in 2020- 2021. The overarching goal of this was to develop a broad and impactful digital platform which would both drive physical activity and healthy lifestyle behaviour change, while simultaneously capturing the data needed to measure the health benefits these engagements are producing.

The BiB/JU:MP Digital tool aims to encourage physical activity and healthy lifestyles in children and young people aged 10-16 across the JU:MP neighbourhoods, through the digital and online world, where many young people spend much of their time. The app development is seeking to directly increase physical activity and healthy lifestyles of children through supporting them to make lasting behavioural changes and making use of children's engagement with digital technologies to encourage "active" screen time over "passive" screen time.

In the first phase design, features including an avatar, gamification, and personal and team goals were tested with a range of young people in Bradford with positive results. Insight showed children would use the app to measure their physical activity and respond to prompts to engage more with the JU:MP programme. Following on from this, a second small study investigated how much young people would wish to know about other health behaviours such as; mental and emotional wellbeing, healthy eating, environment (air quality, green space, etc.), sleep patterns and screen time, which again, young people reported they would engage with digitally.

Behaviour Change Platform

The overarching goal of BiB/JU:MP Digital is to develop a broad and impactful digital platform which both drives behaviour change to encourage children and young people to establish active, healthy lifestyles while simultaneously capturing the data needed to measure the health benefits that these engagements are producing.

The following are the two main components required for the platform, and high-level specifications of their functions.

1: Digital behaviour change tool

BiB/JU:MP want to use gamification approaches to change behaviour through techniques, such as an app, that are fun and engaging and uses goal setting, rewards or other behaviour change approaches.



Audience:

The app will focus specifically on:

- 10–13 year olds within the JU:MP and BiB Age of Wonder programmes
- 14–16 year olds in the BiB Age of Wonder programme

The potential for wider usage by school age children and their families is desirable.

Behaviour change focus:

- Increased physical activity levels
- Improved emotional wellbeing through physical activity

Note – a second phase in 2023/2024 is planned to address other health behaviours and the tool should be designed in order to accommodate this phase.

The details are to be defined through future research and insight, but could include focusing on:

- Sleep
- Screen time
- Food and drink
- Environment – green space, air quality
- Wider mental health

Further funding will be made available for this phase through a tendering process.

Look and Feel of Tool/App

- Gamification approach that is playful and imaginative
- Enable personalisation of the tool/app
- Link this to rewards/challenges to encourage participation

Devices

- Smart phones would be the primary device
- Ability to use alternative devices (e.g. tablets and laptops) to increase digital inclusion is important too

2: Digital data collection

- BiB and JU:MP want to develop a data registration and collection system, and personal dashboard that will allow us to analyse how children's lifestyle behaviours impact on their health. It will also allow children and young people to engage with their data.
 - BiB want to track registered events that they attend across Bradford, such as clubs and other interventions, attendance at BiB research clinics and interviews, as well as other activities that generate data for the dashboard.
 - Re: JU:MP – the data collection tool will work across the JU:MP workstreams; helping to assess the success of the JU:MP programme and inform future interventions, with a particular focus on engagement and participation
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measures.

Linking of user data to cohort data

- Data collected by the app needs to be linked to data collected by the BiB research study by other means.
- Data collected by the app will be exported for the BiB data team and linked to other BiB data for use in offline research projects.
- We suggest two possible linkage mechanisms, and applicants are invited to propose alternative approaches:
 1. The app collects sufficient information about the user so the BiB data team can link the user identity to their cohort research data. This requires collection of full name and date of birth as a minimum, ideally with some disambiguating information such as a parent's name or partial postcode. This could be collected during user onboarding or at any later time.
 2. BiB has consent from cohort participants to contact them regarding participation in future research studies. On this basis, a token unique to each participant's cohort record is sent directly to the participant, or via their parents, to be entered into the app, thus pseudonymously linking the app data to the participant's cohort record.

1.1: Requirements

We are looking for an organisation with:

- A track record of successfully developing and delivering digital tools/apps for children or young people, and achieving high levels of engagement.

Key Skills and Experience

Essential:

- Successfully managed the development and launch of B2C/B2B software products/services, from ideation stage to being live and used by customers.
 - Managed the integration and improvement of existing software products and services.
 - Youth sector research experience, engagement and leading insight.
 - Product ideation and development for young people, working in the youth space.
 - Understanding of gamification techniques.
 - Project management of developers and creatives.
 - User Experience in children and young people's digital.
 - Launch and implementation experience.
 - Customer engagement/insights experience.
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- Experience in developing data-oriented products/services hosted on, or that interface with client networks and security systems.

Desirable:

- Experience of working within an academic setting on research and development.
- Experience leveraging cloud computing solutions.
- Experience of working with NHS and research organisation IT and data teams.
- Experience with data oriented products/services.
- Understanding of regulations and guidelines around children's data protection.
- Experience of working with multi-ethnic communities with high levels of deprivation in Bradford or the UK.

The services to be delivered are to:

- Product Owner for Data Services.
- Working closely with project stakeholders to understand the behaviour change and data collection needs for achieving the goals of the project.
- Final responsibility for producing data solutions; from ideation, proof of concepts/minimum viable products, road-mapping and writing specifications, product launches, managing solutions and their continuous maintenance and development.
- Hiring developers and/or procuring digital agencies to deliver solutions.
- Continued working with project stakeholders to assess the effectiveness of deployed solutions.
- Working directly with the BiB data team regarding any hosting requirements, the establishment of APIs, and bi-directional data flows between the product and BiB/BIHR data platforms, as and when needed.
- Liaising with other BiB projects to produce mutually beneficial collaborations, and share solutions and best practices.

Outputs

- Insight with at least 40 children and young people in the JU:MP area to develop and test product, particularly engaging girls.
 - Development of a high quality digital behaviour change and data registration/collection tool/app through an iterative test and learn process (March – August 2022).
 - Launch and implementation of the tool/app across Bradford to schools and community settings (September 2022 - February 2023).
 - Supporting the BiB Age of Wonder study and the Join Us: Move. Play campaign and communications.
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Values

- Collaborative working is at the heart of the JU:MP programme; doing with, not for or to communities.
- Community engagement and co-design are principles that will run throughout the programme.
- Taking a test and learn approach, being open to taking risks and being innovative.

Procurement and Project Timetable

Event	Date/Time
Tender Notice posted	4 th January 2022
Tender response deadline	4th February 2022 12pm noon
Clarification (if applicable)	8 th February 2022
Shortlisting	9 th February 2022
Interview (if needed)	14 th February 2022
Decision made by	14 th February 2022
Anticipated start date of contract	14 th March 2022
Start date for delivery	As soon as possible. By 1 st May at latest

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 should raise any queries they have about the requirements by email to jan.burkhardt@bthft.nhs.uk. These should have the subject “**Invitation to Tender – Query**”. We will publish all questions raised (without disclosing the source of the enquiry) and all responses to bidders on our website, 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.



We reserve the right to carry out clarifications if necessary; these may be carried out via email or by inviting bidders to attend a clarification meeting. 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.

Duration of Contract

One year: March 2022 - February 2023

- Development, test and learn phase - March to August 2022
- Launch and implementation - September 2022 to February 2023

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 Jan Burkhardt; JU:MP Programme Director.

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

£100,000 – £120,000 inclusive of VAT.



Payment Structure and Billing Requirements

Payments to be made in quarterly 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.

(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 solution for meeting our requirements.

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

Table 1

	Criteria	Weighting
Question 1	<p>Provide a detailed summary of work your organisation has previously undertaken that is relevant to the BiB/JUMP Digital and evidences your successful track record.</p> <p>Outline your previous relevant experience of providing similar services including the following information in respect of examples provided:</p> <ul style="list-style-type: none">• Organisation name• Length of contract• Value of contract	25



	<ul style="list-style-type: none">• Reference contact details <p>Please provide two references who we may contact to verify the information provided.</p>	
Question 2	<p>Provide details of the approach you would take to service delivery outlining how you will meet all our requirements in the Specification.</p>	20
Question 3	<p>Project management and delivery specifically:</p> <p>Explain your methodology for contract implementation and why this approach is feasible and effective based on your previous relevant experience.</p> <p>Your response must include:</p> <ul style="list-style-type: none">• a detailed project plan demonstrating your ability to meet our mobilisation timescales• how you will meet our required service levels and any additional services• your proposals for maintaining quality and providing management and reporting information	10
Question 4	<p>Demonstrate the quality and technical skills of the team members, including managerial staff who you propose to undertake this contract if successful and explain how those members have the experience, knowledge and skills that will be beneficial to the project. Your response should outline your reporting structure.</p> <p>Outline how your organisation is committed to the values outlined above and how it will ensure these values are embodied throughout the project.</p>	10

Scoring Methodology

0	Poor	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.
1	Weak	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.
2	Satisfactory	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.
3	Good	Response is comprehensive and supported by good standard of evidence. Gives BTHFT confidence in the ability of the Bidder to deliver the contract. Meets the Fund's requirements.
4	Very good	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.
5	Excellent	Response is very comprehensive and supported by a very high standard of evidence. Gives BTHFT a very high level of confidence the ability of the Bidder to deliver the contract. Exceeds BTHFT's requirements in most respects.

(b) Price Criteria

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. $(25/100 \times 20 = 5 \text{ marks}; 20 - 5 = 15 \text{ marks})$

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.

Service costings/budget	Quantity	Unit costs	Total
[You can insert budget headers; Staff costs, expenses, venue costs, etc.]			
Sub-total			
VAT			
Total Price including VAT and expenses (this figure will be used to calculate your price score)			

Notes:

1. BTHFT reserves the right to reject abnormally low tenders.
2. The Bidder's total costs must not exceed **£120,000 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

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

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 and charts.

If we need to amend any tender documents before the closing date, we will write to you with any changes. If we extend the deadline for tender responses, we will advise you.

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 reasonably practicably.



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 jan.burkhardt@bthft.nhs.uk by the tender response deadline of 12pm noon on 31st January 2022. The email submitted must include the subject **Invite to Tender – BIB/JU:MP Digital**

If you are experiencing any problems submitting your document by email, please call Jan Burkhardt on 07855 115024 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.