



INVITATION TO TENDER

Title: Sharing the Learning - JU:MP Film

Deadline for receipt of tender proposals: 12 noon, 11th August 2022

Contract Value: £20,000 - £25,000

Duration of Contract: 12 months

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.

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 BAME communities
- Children with disabilities

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.

	All	Boys	Girls	White British	Pakistani Heritage	White British boys	Pakistani Heritage boys	White British girls	Pakistani Heritage girls
MVPA mins/day	46	54	38	53	40	62	49	47	33
% Meeting Guidelines	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>



Section 1: Specification

Introduction

Sharing the Learning - JU:MP Film

JU:MP is a test and learn programme and sharing the learning is an integral part of the programme. We are looking for an experienced film maker/company to capture the whole systems approach of JU:MP programme. This will include both the approach (the How) and the activities delivered (the What). It will include bringing to life the individual work streams that make up the JU:MP programme and elements of story and narrative to show the impact on children and families and their journey through JU:MP.

The purpose of the film

- To share the learning on a whole systems approach to physical activity and promote the JU:MP programme with the potential for it to be rolled out or replicated to other areas.

The audience for the film

- Predominantly local authority and public health partners, sports and physical activity organisations and the voluntary sector
- Some footage will be aimed at families and general public

Requirements

We are looking for an organisation/company/individual (registered self-employed) with:

- Track record of successfully producing, lively, motivational short films and video footage, ideally based within the Bradford district, although this is not a necessity.
- Staff should be DBS checked in order to work with children

What you can expect from us

- We will work with you to establish links with those who you are to film, include gaining the necessary consent.
- We will co-ordinate diaries and be contactable during office hours.
- We will provide you with an in-depth brief, including access to our brand guidelines, illustrations and existing photography/film footage for use in the film.

Through the use of the film, we want to:

Motivate and inspire policy leaders and health and wellbeing partners with the way JU:MP has delivered the programme, ensuring all audiences can see the benefits of whole-system working.

- Tell people, using video, what 'whole-system' change means and what it looks like in terms of programme delivery, to include:
 - The approach/process
-



-
- Who's involved - staff from partner organisations, faith settings, schools, senior leaders, connectors, families
 - What has been achieved – i.e. the development of Kashmir park, Pitty Beck, young leaders, active children in school, at home and outside, campaign materials i.e. banners at school, bus stop posters

Outputs

Organisations are required to confirm that they can deliver our required outputs as part of their tender response. All films should be complete by September 2023.

We are looking for organisations that can produce:

- 12 x 30second – 1 minute films to articulate [individual workstreams](#):
 - Social marketing (including JU:MP@Home)
 - JU:MP Digital work
 - JU:MP Leads programme
 - Sustainable Sports and Physical Activity
 - Fun Days (community, school and Islamic religious settings)
 - Active Faith Settings
 - Creating Active Schools
 - Local Action Plans (the neighbourhood approach)
 - JU:MP Connector programme
 - Greenspace Development
 - Active Playful Parks
 - Active Travel and Streets

These bitesize pieces of content should be made available over the course of the year to be used in blog posts etc.

- A 5-6 minute show reel to show whole systems working in an easy to digest way
- 3/4 x 2-3 minute films following people who are working on the programme, (i.e. JU:MP Connectors) and families who are impacted by the JU:MP programme
- Longer documentary to include talking heads and research info as only additional footage - 20 - 30 mins (use footage from all other films)

Our Values

- Collaborative working is at the heart JU:MP; doing with, not for or to communities.
 - Take a behaviour change approach focusing on the capability, opportunity and motivation of children and families to be active.
 - Establishing an ethos for the programme that is fun, energising and inclusive.
 - Taking a test and learn approach, being open to taking risks and being innovative.
-



Procurement and Project Timetable

Event	Date/Time
Tender Notice posted	1 st August 2022
Tender response deadline	12 noon, 11th August 2022
Decision made	12th August 2022
Anticipated start date of contract	On completion of all necessary documentation and references.
Start date for delivery	As soon as possible.

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 tenders.jump@bthft.nhs.uk with the subject "**JU:MP Film brief - 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, 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: 12 months



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 successful bidder.

Contract Value

£20,000 - £25,000 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 (350) and multiplied by 80% to get your final score for that question.

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 this tender. Describe your track record of working in partnership to create films for this audience including the following information in respect of each example provided:</p> <ul style="list-style-type: none"> ● Organisation name ● Length and value of contract ● Two references who we may contact to verify the information. 	30
Question 2	<p>Provide your plan and timeline for the one year programme.</p> <ul style="list-style-type: none"> ● Describe your approach and how it is realistic and achievable based on your previous experience. ● How you will meet our required service levels and any additional services you can provide. 	20
Question 4	<ul style="list-style-type: none"> ● Outline how your staffs experience, knowledge and skills will be beneficial to the project. 	20

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

The bidder with the highest score when the quality and price marks are added up will be invited to an interview process. Within this interview, we will explore further the tender and meet with your partner organisations.

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.

Notes:

1. BTHFT reserves the right to reject abnormally low tenders.
2. The Bidder's total costs must not exceed **£25,000 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 **2,000 words**.

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 **tenders.jump@bthft.nhs.uk** by the tender response deadline of **12 noon, 11th August 2022**

The email submitted must include the subject **Invite to Tender – JU:MP Film brief**



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.

Appendix 1

