



Community Needs Analysis Tender Opportunity

Diverse and Under Represented Communities - Burton upon Trent

June 2024

Introduction

Support Staffordshire wish to outsource the undertaking of a Community Needs Analysis (CNA) across the Burton upon Trent area.

The purpose of this work will allow Support Staffordshire and the wider Healthy Communities Alliance to have a better understanding of what the diverse and under-represented communities across Burton upon Trent can currently access plus both need and want in terms of services within their local communities, paying particular attention to local health and care services related to Diabetes; whether provided by the local Voluntary, Community and Social Enterprise (VCSE) or statutory sector. The CNA will also identify barriers to accessing such services for these communities.

We expect the research to be representative of the diverse range of communities across Burton upon Trent, therefore research areas should include all neighbourhoods.

Aims and objectives of the CNA

- To provide an understanding of what is already happening in the area, specifically related to Diabetes, including prevention (in its broadest sense), management and treatment of the condition, from community led services right through to acute level.
- To provide an understanding of what is important to people from the diverse communities in Burton upon Trent to improve their physical and mental health and wellbeing; to include but not limited to services linked to Diabetes.
- To identify the diverse areas of the town to undertake research and to ensure representation from across the different wards and communities of Burton upon Trent.
- To provide a range of opportunities for community engagement through a variety of methods that ensure the work is inclusive and accessible to those within the local communities, considering any barriers to engagement whether language or cultural.

Methodology

Support Staffordshire are looking to retain the services of an organisation with experience in undertaking research and who already has existing relationships within the Burton upon Trent community.

The CNA will support the ongoing work of Support Staffordshire and the Healthy Communities Alliance by utilising known networks as well as discovering new routes for engagement that can be developed from the first point of contact onwards.

As part of the research, it is expected that the following will be included:

Promotion:

Community engagement opportunities should be promoted at all available opportunities and could include but is not limited to:

- Promotion to local community groups.
- Use of Support Staffordshire's membership.
- Leaflets/Posters in local community assets e.g. Doctors surgeries, community centres
- Relevant social media / digital channels
- Largescale leaflet distribution for diverse communities where internet coverage is problematic.

Through third parties and partners of either Support Staffordshire, and the Healthy Communities Alliance or the provider.

Primary research engagement opportunities

A variety of opportunities should be adopted to ensure inclusivity and accessibility, allowing information and data to be as representative of local communities as possible. It could include but is not limited to:

- Focus groups (online and in person).
- One to one interview (online, by telephone or in person).
- Questionnaires
- Polls
- Workshops
- Observations

Appropriate information should be provided by the successful recipient to allow for informed consent to participate as well as adherence to GDPR guidelines as required. Appropriate methods including any of the above, should be utilised to understand the needs of existing and future beneficiaries and stakeholders.

Secondary research opportunities

To inform local community need around physical and mental health and wellbeing, a variety of existing data should be explored to understand what already exists. This could include but is not limited to:

- Census 2021 data
- JSNA data from East Staffordshire Borough Council
- Staffordshire Observatory Data
- VCSA State of the Sector report
- SIP partners intelligence
- Deprivation Indices of Multiple Deprivation (IMD)
- Diverse Services Network publications

These are examples only and the successful recipient would be expected to use the many sources available.

Data/findings presentation

Final report to:

- highlight the current main findings and implications
- include visual aids, such as charts, graphs, and maps, to illustrate findings
- recommendations and action steps based on your findings
- solicit feedback and suggestions from audience

All raw data will remain the property of Support Staffordshire and should be retained for delivery to us in electronic format at the end of the project.

Geographical requirements

The CNA should be undertaken and be representative of communities residing within the wards of Burton upon Trent.

It is a requirement of this tender that the provider can travel and move through the identified geographical areas highlighted to meet and engage with communities, stakeholders and beneficiaries. All costs must be indicated and anticipated within the proposal.

Management

Meetings will take place with Support Staffordshire to ensure objectives are being met. A detailed delivery plan will be supplied by the applicant and agreed between the provider and Support Staffordshire prior to the contract start date. This will be followed by quarterly update meetings and reports to ensure the agreed plan is on track.

A dedicated point of contact should be available to supply updates from the provider. The dedicated point of contact and team delivering the work must be able to call on relevant expertise to support the contract as and when required. A plan should be in place to ensure continuity and delivery according to timelines. Update meetings will cover all aspects of the delivery plan to date and progress, including notification of potential delays and/or pinch points.

Where delivery or performance falls outside the scope of the agreed delivery plan, the provider must nominate a separate point of contact to deal with any concerns or under performance.

Contract Value: £7,000

Process

We are looking to receive Expression of Interest's (EOI) in line with the timeframe set out below. We would expect to see an overview containing at least the following as a guide. This is just an example of headings. There is no set template for the EOI as we would like to see this as an example of your potential work.

- Overview of your organisation
- Links to Burton upon Trent and existing understanding of the diverse nature of the community
- Why you feel your organisation is best placed to undertake this piece of work
- Your delivery plan and methodology
- Example of your reporting template including evaluation
- Your timeframe
- Breakdown of costs

<i>Proposed Timeline</i>	
Tender release date	11 th June 2024
Expression of interest submitted by	31 st July 2024
Notifications	9 th August 2024
Contract start date	1 st September 2024
Delivery period	To be agreed but maximum of 6-12 months
Delivery of final report	To be agreed in line with above
Presentation to Support Staffordshire	To be agreed in line with above
Evaluation	To be agreed in line with above