



AGE BETTER
IN SHEFFIELD

Invitation to tender
**SYHA Age Better
in Sheffield
Events tender**

SYHA tender procedure
The closing date for this
tender is 5pm on Friday
26th August 2016

Tenders should be returned
to Ageingbetter@syha.co.uk

If you have any queries about
this form please contact:
Gareth Parkin – 0114 2702549
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SYHA South Yorkshire
Housing Association

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"We want to commission a creative organisation to co-design and co-deliver a range of different events and activities that raise the profile of social isolation, and showcase the range of different ways that people 50+ can take part in the Age Better in Sheffield programme..."

A bit about us...

South Yorkshire Housing Association & LiveWell

We are an innovative, award-winning provider of care and supported housing - the biggest in the Sheffield city region. We support people to settle at home, live well and realise their potential. We believe a good home is the foundation to wellbeing, as without this, we struggle to take up opportunities to connect, stay active, keep learning, and give back to our communities.

A few things you might not know about us...

- We are a not-for-profit, registered social landlord, with charitable status, established in 1972 by John Belcher after watching the Ken Loach drama, 'Cathy Come Home'.
- Over 60% of our business is care and support, (recently re-branded as 'LiveWell'), working with a wide range of vulnerable people, including: people who are homeless or inadequately housed, people with mental health conditions, learning difficulties, young people leaving care, offenders, or those at risk of offending, and older adults.
- We employ around 450 people, manage over 5000 properties, and each year, we enable 997 customers who are over 50 to remain independent.
- Tony Stacey, our CEO, is a leading national voice and influencer at national policy level. His recent TV appearances include challenging 'Right to Buy' on The One Show.
- We have a national reputation as a leader in the health and social care field (Care and Support Provider of the Year 2014, 24 Housing Magazine) and are leading on several innovative health and social care services, including Social Prescribing, and of course, leading on Age Better in Sheffield.

A bit about the programme - 'Age Better in Sheffield'

In Sheffield, a staggering 16,000 older people, frequently experience social isolation and loneliness (ONS/ELSA). In a bid to reduce this, we led an innovative city-wide bid which has secured just under £6m of investment for Sheffield people aged 50 and over - one of only 14 areas in the UK to do so.

The four main objectives of the programme are that:

1.

Older people are less isolated.

2.

Older people are actively involved in their communities, with their views and participation valued more highly.

3.

Older people are more engaged in the design and delivery of services that help reduce social isolation.

4.

Services to reduce isolation and loneliness are better designed and delivered and better evidence of impact is collected.

A few facts about Age Better in Sheffield...

- We aim to empower 26,710 participants to reduce their social isolation by 2021.
- We aim to engage with 10,000 volunteers over the course of the programme - the website, the Neighbourhoods Toolkit, and interactive events (this tender) being key drivers in achieving this.
- Co-design, production and delivery are at the heart of every intervention, with older people being actively involved in designing, shaping, delivering and evaluating services. Our co-production capacity building programme will engage 800 older people in co-design and co-delivery, and enable 120 organisations to find new or better ways to reduce isolation.
- The Age Better brand created with Paul Ward and Silent Cities was recently awarded 'Outstanding Campaign of the Year' at the UK Housing awards. We want the events to build upon this level of quality and creativity, showcasing and sharing best practice to reduce isolation and loneliness on a significant scale.

Some key principles of Age Better in Sheffield...

- The brand is playful, creative and innovative - challenging perceptions of ageing in surprising ways.
- The brand is celebratory, and does things differently. This is not a 'typical 3rd sector initiative'.
- It doesn't replicate anything that's already out there.
- It's something that will make people 'take notice.'
- It puts older people and co-design at the heart of every intervention - every intervention is co-designed, co-produced, and co-developed with older people.

We have now commissioned and procured Delivery Partners for the different projects across the programme, and have just completed our first year of activity.

We need a creative organisation to help showcase the innovative and creative work that is being carried out across the programme in the target wards and in Sheffield. The approach will raise awareness of the projects within Age Better in Sheffield, challenge perceptions of ageing, and encourage citizens across Sheffield to get involved and take action to reduce social isolation.

We are looking to work with an agency who shares our passion for quality, creativity, user-centered design, who can develop an approach quickly, take initiative, and are easy to work with. And if the idea of making a genuine impact on reducing social isolation across the city genuinely strikes a chord, we're even keener to hear from you.

Some useful links...

The existing Age Better in Sheffield website:

<http://www.agebettersheff.co.uk>

Age Better in Sheffield Twitter feed:

<https://twitter.com/AgeBetterSheff>

Age Better in Sheffield Facebook page:

<https://www.facebook.com/agebetterinsheffield>

Age Better in Sheffield Pintrest page:

<https://www.pinterest.com/AgeBetterSheff/>

Age Better in Sheffield Audio Boom

<https://audioboom.com/users/2156794/boos>



Our brief

This section outlines our expectations for the approach, but we also welcome ideas for how this can be approached differently within the budget.

Our vision for the events

One of the key challenges for the Age Better in Sheffield programme is how we identify and engage those who are, or are at risk of, social isolation and feel lonely. There's a stigma attached to being isolated and people have told us that it's not something that everyone feels comfortable saying or admitting.

It's proven that being lonely/isolated can have the same health impacts as smoking 15 cigarettes a day, increase the risks of well known physical health conditions and have a significant negative impact on a person's mental wellbeing, which is why we need to act now.

No amount of money is ever going to solve the issue of social isolation unless we as a society start thinking differently about how we can tackle this.

We know that there are many places in our target wards (see page 7) where people aged 50+ will visit through some form of necessity (GP, shops etc). However the thought of going to a GP, or any other service, to talk about being lonely, is something that a large number of people have said they wouldn't do. We therefore need to go where people are.

There are a high number of people aged 50+, who aren't connected to any networks or people in their local area, so we need to think creatively about how we can reach those who would benefit the most by taking part in the programme.

Co-design and delivery

Co-delivery is at the heart of the Age Better in Sheffield programme and we want to engage people aged 50+ to take an active role in delivering the programme. Age Better in Sheffield isn't just about delivering a set of different projects to people aged 50+, this is about everyone being part of the solution regardless of their age.

When we co-designed the Age Better in Sheffield programme with people aged 50+, we were told on many occasions that people had no idea about what was happening in their local area or how they could get involved in their community. Lots of people told us that there always lots of things happening in busy places, like the city centre, but if you have difficulty with transport or access then it makes it difficult to take part. We've established that there is an appetite and willingness for people of all ages to get involved and help if people know how to take that first step.

We want to commission a creative organisation to co-design a range of different events and activities that raise the profile of social isolation and showcase the range of different ways that people can take part in the Age Better in Sheffield programme. There are many different ways that people can take part in the programme and the approach taken needs to reflect this.

Being focused in the right areas

As part of the development of our vision and strategy, the Big Lottery Fund asked us to “be tightly focused on locations of greatest need in order to make a demonstrable impact upon the lives of the older people you will be targeting.”

We have identified four Wards within the city where people aged 50+ face multiple risk factors for social isolation. Whoever is selected to deliver the Age Better in Sheffield events will need to be able to deliver in these areas.

Beauchief and Greenhill

<http://bit.ly/1ullpec>

Burngreave

<http://bit.ly/1CiW1DM>

Firth Park

<http://bit.ly/1DmR61L>

Woodhouse

<http://bit.ly/1LpF1yc>

* Ctrl + Click on hyperlinks
for map of target areas

What we know so far

In the first nine months of the programme, we've held some events in the target wards on the programme and we've got feedback from people who have attended the events about what worked/didn't work as well for each event.

Worked well

- ✓ Events were well attended when they were co-delivered by people aged 50+ and could relate to the message.
- ✓ The materials that we're using on the programme so far were tested and we got some good feedback.
- ✓ People are attracted by a 'freebie'.
- ✓ Food is definitely something that brings people together!



Didn't work well

- ✗ Perceptions that the events are trying to sell something or ask for money.
- ✗ Some larger organisations wouldn't engage or was a lengthy process to apply.
- ✗ Having something that is overtly about isolation can be off putting to some. The banner used read 'do you ever feel isolated or alone'. Needs to have something that has more of a positive spin (or test and learn different approaches?)





Who we're looking to deliver this

We're looking for an organisation/agency that:

- Gives the brand a bit of the Wow factor – this commission will be the public facing lead for our Age Better in Sheffield marketing activity.
- Has a proven ability in planning and managing events.
- Is able to access places where people who are socially isolated would visit, such as supermarkets, pharmacies, post offices etc.
- Has a clear focus on communities being better informed on the issue of social isolation & the impact this can have on anyone.
- Embraces our approach to co-production and co-design the events with people aged 50+ who are intended to benefit from the programme.
- Embeds the 5 Ways to Wellbeing into the approach (see Annex)
- Knows what's happening in Sheffield and is able to link into existing events that are well attended.
- Has the ability to market the events creatively and effectively.
- Has good social & media links.
- Has a creative approach to make events stand out and would stop someone in their tracks to have a look.
- Has the capability to produce or commission materials in line with the AB brand to sufficient quality required by SYHA marketing team with little support.

5 Ways to Wellbeing

Age Better in Sheffield activities are underpinned by the New Economics Foundation's 5 Ways to Wellbeing. Therefore, bidders must incorporate the 5 Ways to Wellbeing into their project. For example, our Ageing Better Champions project uses the 5 Ways to Wellbeing to build resilience. More information on the 5 Ways to Wellbeing can be found at www.neweconomics.org/projects/entry/five-ways-to-well-being

Target audiences

We want to engage a range of different people through the events. Here's just a few examples of those with experience of who we want to reach:

- People aged 50+ who have experience of being isolated and would be willing to help another person who is isolated.
- Those with experience of life changing events and would be willing to use their experience in helping someone who is in a similar situation.
- People in communities that may know someone who would benefit from the programme and would be willing to spread the word.
- People who are feeling lonely/isolated but don't know what to do about this.
- Anyone in the community who wants to help address this issue and take part.



**Give the
brand a bit
of the Wow
factor**

2016/17, our marketing has a specific focus on three hard to reach demographics:

- BME
- Men
- Carers.

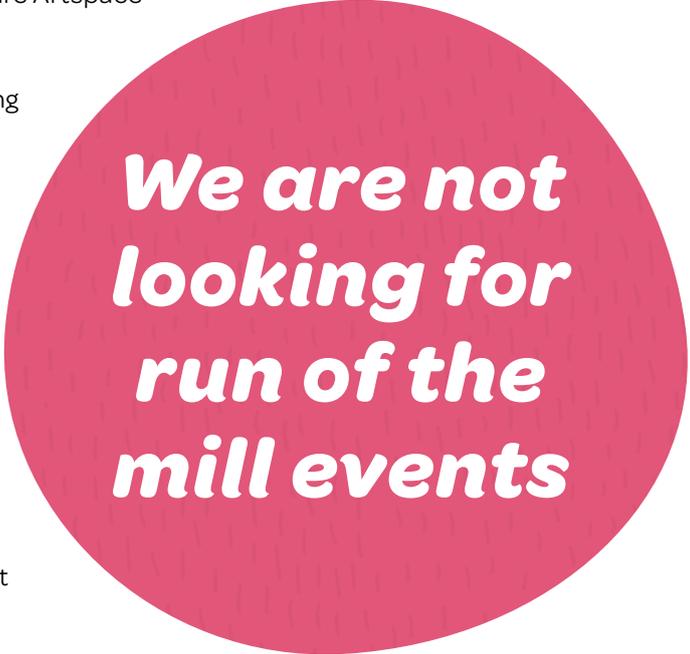
Inspiration

We are not looking for run of the mill events and are open to creative approaches, as long as they will reach and connect with our diverse audience. The vision for Age Better in Sheffield was co-created with Sheffield Social Enterprise, Silent Cities, and involved a number of creative events to engage with older people and capture their stories, including a spoken word night with poetry collective Words Aloud at Queens Social Club, theatre performances with an over 50's theatre group, and diary rooms.

Following pilots of Open Cinema with our customers and innovative forum theater with London's Cardboard Citizens, we are now also starting to embark on a new Moments of Joy project funded by Paul Hamlyn, with Yorkshire Artspace and Darts in Doncaster.

We also recently took part in a project with the Social Housing Arts Network in partnership with film maker Ian Nesbitt of Shared Vision. His process involved getting out into the community with a handcart and video camera attached, where they interviewed people as they pushed the handcart through Uppertorpe. You can see the resulting film 'Walk with a cart through Uppertorpe' at <https://vimeo.com/159962181?lite=1>

Other approaches that tickled us (and that we would be open to similar proposals for) include 'the emergency poet', who dashes to emotional emergencies, prescribing suitable poetry <https://emergencypoet.com/> A similar mobile prescribing pharmacy where we 'prescribe' a relevant Age Better in Sheffield intervention suitable to how they are feeling?



***We are not
looking for
run of the
mill events***

Support and existing materials

We have a leaflet 'Live Love Laugh' that outlines a summary of the Age Better projects (see annex). This will be updated and also translated versions will be created.

This leaflet was handed out at events last year.

We do have one banner stand, but it was developed for the vision stage, and directly addresses people as identifying as 'lonely'. We would be looking to for the provider to develop their own relevant materials for events, in discussion with our marketing team.

Delivery Timescales

We're looking to procure an organisation to deliver the project until 31.03.2018.

Who you will be working with

Gareth Parkin is the lead for Age Better in Sheffield and will be overseeing the contract. Our marketing and communications manager, Justine Gaubert, (formally of Silent Cities and The Workshop) will be the lead client. Hannah Hunt, our Marketing and Comms co-ordinator, will be your day to day contact.

Criteria

- Ability to get into places where older people 'are' – eg Tesco, betting shops etc. Evidence of contacts/ability to get into public places would be beneficial.
- Approach to co-design and co-delivery with people over 50
- Understanding/experience of working with people aged 50+
- Experience of designing/commissioning high quality materials to established brand guidelines within budget
- Ability to capture and share impact of events/activity, including capturing photography and audio/video at events to support wider Age Better in Sheffield activity
- Understanding of Age Better in Sheffield projects so can hit the ground running
- Evidence of creative approaches to community engagement
- Value for Money – how many events are going to be delivered in your proposal and how many people do you estimate you will reach

Following an initial evaluation, some bidders will be asked to present proposals to Age Better in Sheffield Core Partners and the SYHA Marketing & Comms Team. The date scheduled for presentations is Friday 9th September 2016 so all bidders are asked to keep this date clear as we will not be able to offer an alternative date.

Budget

Two year contract

Y1 Until 31.3.17
£29,454

Y2 From 01.04.2017 to 31.03.2018
£24,966



Your response

The following section outlines the requirements of your response.

SYHA tender procedure

The closing date for this tender is 5pm on Friday 26th August 2016

If you have any queries please contact:

Gareth Parkin – 0114 2702549

g.parkin@syha.co.uk

Your submission should be returned to Ageingbetter@syha.co.uk. Any late returns will be discounted & we will be unable to accept requests for any change to the closing time. No alterations or amendments to tenders will be permitted after the closing time.

Tenderers may submit queries or request clarification in connection with the tender specifications or tender conditions at any time prior to 5 days before the receipt date of the tender. All requests for clarification should be made to the contact at the start of this tender.

It is requested that you do not provide supporting documents, unless specifically asked to do so. However, SYHA may ask to see supporting documents at a later stage, so it is advisable you ensure they can be made available upon request. You may also be asked to clarify your information or provide more details about certain areas of your submission. SYHA expected timescales, including adding content.

- 1.1 Credentials.
- 1.2 Proposal of approach, including how you will ensure you engage with such a diverse demographic.
- 1.3 Details of your development process, including how the work will be co-designed and co-delivered with people over the age of 50.
- 1.4 A development timeline (we expect no more than a three month lead in).
- 1.5 References from previous clients.
- 1.6 Budget breakdown.

Annex

Age Better in Sheffield - brand assets and brand guidelines.

Live, Love, Laugh leaflet - Age Better A3 Foldout