

DERBYSHIRE COUNTY COUNCIL

MEETING WITH CABINET MEMBER, HEALTH AND COMMUNITIES

21 February 2017

Report of the Director of Public Health

FAMILIES AND ALCOHOL: RESEARCH AND SOCIAL MARKETING

1. Purpose of the report:

To seek Cabinet Member, Health and Communities approval to award the contract for the Alcohol and Families: research and social marketing campaigns to Hitch Marketing Ltd.

2. Information and analysis:

On 22 November 2016, Derbyshire County Council Cabinet approved £0.1m to procure a combined research programme and social marketing campaign delivered over two years across Derbyshire, to address the impact of alcohol use on parenting.

The service summary

A two phase service will be delivered: Phase 1 will involve 6 months of detailed research on the attitudes beliefs and behaviours of Derbyshire children and adults towards alcohol and Phase 2 will focus on the design and delivery of social marketing campaign messages to influence and change behaviours in relation to alcohol.

The primary outcome is in relation to children's drinking behaviour and the service is intended to impact the Local Alcohol Profile England (LAPE): *"Persons under18 admitted to hospital for alcohol-specific conditions"* which indicates that the performance for Derbyshire is significantly higher compared with both England and the East Midlands. Derbyshire currently stands at number 1 in the East Midlands (out of 9 local authorities) and two Districts in Derbyshire - Chesterfield and High Peak - show above average levels.

Where possible, connections will be made between the service and existing Derbyshire projects eg Thriving Communities, which already identify alcohol misuse as a priority health problem.

Research will also benefit wider local Public Health analysis by providing information on the attitudes towards alcohol of specific targeted cohorts in Derbyshire.

Procurement process and preferred provider

The Research and Social Marketing tender was advertised to the market on 30 November 2016 and 38 (thirty eight) companies provided an expression of interest and eleven organisations submitted bids for the service within the required timescale.

Each bid was assessed for technical ability (70%), price (25%) and social value (5%) and evaluated against agreed criteria, over 2 days, by an evaluation team comprising members of the DCC substance misuse commissioning team, the DCC children and young people's public health team and the DCC procurement team.

Four bids were evaluated as non-compliant and the scores following the evaluation stage are as follows:

	Name of Organisation	Compliant Yes / No	Price £	Score %
1	Citizen Advice South Derbyshire	N	£0.00	N/A
2	Diva Creative Ltd	Y	£88,242	57.94%
3	DragonGate MI Ltd	N	£0.00	N/A
4	FireDog Research	N	£0.00	N/A
5	Hitch Marketing Ltd	Y	£94,000	79.48%
6	ICE Creates Ltd	Y	£93,140	59.79%
7	Lamco	Y	£83,790	66.10%
8	Midlands and Lancashire CSU	Y	£95,351	58.37%
9	NHS Arden and Greater East Midlands	Y	£99,943	58.36%
10	Siskin Marketing Associates	Y	£87,960	79.01%
11	Social Change UK	N	£0.00	N/A

The tender from the highest scoring provider met the standards outlined in the service specification and has provided the most advantageous tender response.

On 10 January 2017, a due diligence interview was conducted with the highest scoring provider to offer clarification on specific points within their bid and references provided by other funders were considered. The Evaluation team is satisfied that the preferred provider is prepared and able to deliver the service to meet the requirements in the specification.

The successful provider is Hitch Marketing Ltd. They will mobilise to commence delivering Phase 1 of the service (the research) from 1 April 2017 and Phase 2 of the service (the campaigns) from 1 October 2017.

3 Financial considerations:

The finance for this service is provided from within the Public Health budget and the procurement process has been conducted under Financial Regulations Protocol 6. Based on the prices tendered the total value of the contract is £94,000 for 2017-19.

4 Legal considerations:

The Director of Legal Services has prepared a draft contract and will ensure that appropriate contracting arrangements are in place.

5 Social Value considerations:

Social value benefits are highlighted by the PHE in its report 'Estimating the social return on investment of treating substance misusing parents' (Feb 2016), which noted that encouraging more adults with children into treatment services achieves a number of benefits or 'social returns' including a greater likelihood for recovery and an improvement in parents' ability to look after their children.

Hitch will provide a work placement to a Derbyshire resident to be directly involved with the project whilst gaining valuable work experience in a leading behavior change agency.

6 Other considerations

In preparing this report the relevance of the following factors has been considered: prevention of crime and disorder, equality of opportunity, human rights, human resources, environmental, health, property and transport considerations.

7 Background papers

Cabinet paper dated 22 November 2016

8 Key Decision:

No

9 Call-in:

Is it required that call-in be waived for any decision on this report? No

10 Officer's Recommendation:

That the Cabinet Member, Health and Communities approves the award of a contract for the provision of the 'Alcohol and Families: research and social marketing campaigns' service to Hitch Marketing Ltd as set out in this report.

Dean Wallace
Director of Public Health