



Co-design and Development of Age-friendly Local Authority Guidance

Deadline for Tender Submissions:

5 pm 22nd November 2024

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1. About us

Everyone has the right to a good life as they get older and our whole society benefits when they do. But stark and widening inequalities mean more and more people are going to live in poor health and face poverty and discrimination as they get older. This is unacceptable and has huge consequences for these millions of individuals and for all of us.

We have identified three main areas where we think we can make real progress.

1. Challenging ageism and building age-friendly movement

We are confronting ageism, which is harmful and widespread across society. Ageism affects people of all ages, but it can limit people's lives profoundly as they get older, whether through discrimination in the workplace or being denied access to potentially life-saving healthcare. Ageism means we don't value older people or invest in ways to help people age well. Everyone, everywhere has a stake in changing this and we are building an age-friendly movement across the country, inspired by a new campaign to stamp out ageism.

2. Creating age-friendly homes

Most people want to live in their own home, in the communities they belong to, for as long as possible. But far too many older people are currently living in homes that are endangering their lives. Much of the housing in England is dangerous or unsuitable for older people. Homes are not safe or warm. They have hazards and are inaccessible for anyone with a disability. This needlessly costs society millions each year in NHS and social care costs. We want to make homes more age-friendly so that more people can remain living independently, healthily and happily as they grow older.

3. Fostering an age-friendly work culture

There is no expiry date for workers, but as people get older many face discrimination on the basis of their age - or challenges accessing the work that works for them. Our country wastes a huge amount of talent, skills and experience by denying older workers the chance to stay in jobs or find new ones. This comes with a huge price tag for society, with hundreds of thousands of people in their 50s and 60s who want to work shut out of the labour market for good. With employers facing labour shortages and productivity challenges, they cannot afford to lose or ignore this part of the workforce. We are working with employers to create an Age-friendly Employment culture and workplace practices so that everyone can remain in good jobs for as long as they want and are able to.

2. Contract Overview

2.1 Introduction

Centre for Ageing Better currently support almost 90 local authority areas through the [UK Network of Age-friendly Communities](#). These are all authorities who have committed to making their communities better place to age by following [the World Health Organisation's Age-friendly Cities and Communities framework](#). The framework is made up of both *content*, structured under 8 'domains', and *process*, which sets out a four-step programme cycle that communities go through to achieve change. These authorities include city regions, cities, counties, boroughs, districts and towns. These places are all using and adapting this global framework in a way that works for them, within their resources and structures.

Through this work **we have identified a gap** in more prescriptive and tailored guidance for local authority audiences that would support the take up of good local policy and practice and improve outcomes for local residents, particularly those in and approaching later life.

To help fill this gap, we have created an Age-friendly Handbook which sets out the policy principles under each of the 8 domains. This clearly communities the features that make up "age-friendliness" in a community and includes examples from parts of the UK that are taking action in line with the principles and a high level mapping tool. The handbook will be published early in 2025. **The principles in this handbook will be the foundation of the bespoke resources this contract will produce.** You can view a draft version of this handbook from October 2024 [here](#).

We are reaching some local authorities more than others, in particular those that are larger, better resourced or less complex in their structures. The handbook and our existing resources will go a long way to continuing to support these. However, we believe a more specific tailored approach to those authorities, like towns, where we are currently not reaching and through which, we could increase our impact.

2.2 Scope of the contract

We would like to commission an individual or agency to work with us to lead a design process in order to develop a small number of tools and resources to support places to be more Age-friendly. The tools will be co-designed with and tailored to, the specific types of local authorities - and audiences within them - where we can best focus and increase our impact.

The successful bidder will have knowledge of and experience working with the public sector, particularly local authorities, consolidating public policy insights, as well as designing tools and resources to enable change. The successful bidder will help us to:

- Test and refine our target audiences, (currently county, district, town and parish councils) including the departments or roles within those councils
- Understand what the barriers and enablers are for these audiences to make their communities more age-friendly
- in line with the [age-friendly communities framework](#), apply this knowledge to co-design, prototype and deliver an agreed number of resources (circa 2-4) which support these audiences to take action.

This will include working with people in local authorities – including reaching out to people who are not currently ‘warm audiences’ of Ageing Better. The successful bidder will draw on the knowledge and key principles in the Age-friendly handbook throughout the process.

2.3 Aims and objectives

The aim of the Age-friendly local authority guidance project is to make it easier for target local authorities to take action to make their communities age-friendly through the creation of tools and resources. In order to achieve this aim, this commission has the following objectives:

- To increase understanding of the local authority audiences Ageing Better is not sufficiently engaging in its age-friendly work
- To increase understanding of how best to encourage these audiences to take action through the use of tools and resources.
To develop an effective suite of resources and tools, codesigned with the target local authorities

Current audience understanding

We currently have membership from all types of local authority within the UK Network of Age-friendly Communities (city regions, city, county, borough, district, town). However, some of these authorities are much more represented than others, and some authorities are doing more and better work to become age-friendly than others.

We believe that every type of authority should be taking steps to become more age-friendly. We would like all communities to be adopting the WHO four stage programme cycle to do this, as we believe this is the “gold standard” as the cycle involves understanding a community’s unique opportunities and challenges, working in partnership with politicians, stakeholders and older people.

However, as the numbers above indicate, there are barriers to some local authorities to joining the network and using the four step cycle to understand what actions to take. Our experience suggests a combination of it being too cumbersome and/or resource intensive for some types of councils and that more “off the shelf” or prescriptive guidance would better support their action to become more age-friendly. Therefore our initial suggested target audiences are: towns, districts and boroughs (within two- tier authorities) and counties (within two-tier authorities).

2.4 Activities

We are open to contractors suggesting an approach and activities which will enable us to prioritise target audiences, understand these enablers and barriers within these audiences and co-produce resources with them. Activities we anticipate needing the contractor to undertake may include:

- 1) Identifying and understanding target authorities:
 - a. Interviews with internal Ageing Better team and other representative bodies for local authorities
 - b. Desk research on structures and existing age-friendly policy and practice within target authorities
 - c. Interviews with local authorities within the UK Network and outside
 - d. Surveys or focus groups with local authorities
 - e. Creation of personas
 - f. User journey mapping
 - g. Analysis of target audiences

These findings will be brought together into an internal facing report which provides a clear understanding and direction for:

- 2) Co-producing tools/resources through:
 - a. Additional surveys/interviews with key authorities
 - b. Workshops with key authorities
 - c. Identifying and collaborating with a small number of “test authorities”
 - d. Policy analysis with Centre for Ageing Better
 - e. Prototyping tools/resources
 - f. Finalising tools/resources

2.5 Research questions

We anticipate the use of research questions to guide this project. These will help us understand and prioritise target audiences, and inform the type of resources we create. These will be refined at the start of the project but might include:

Identifying target audiences:

- Which local authorities are not sufficiently engaging in this work and why?
- Which local authorities and audiences within them would most benefit from the development of tailored tools and resources?

Understanding ageing in target authorities:

- What does ageing and older people’s work look like in different localities?
- To what extent is ageing and older people a local strategic/political priority?
- How are demographic ageing and older people’s needs understood? How are equivalent cross-cutting and growing issues thought about?

- Where does ageing sit within local strategies, and who leads on it?
- Is age recognised as an equalities issue, if not, why not, if yes, how?

Understanding barriers and enablers for change:

- What are the barriers to doing more?
- What policies and powers align with this work and how? How could they be (better) leveraged?
- What are the policy/topic priorities for ageing aligned with the Age-friendly handbook?

Understanding use and engagement with tools and resources:

- What resources, if any, are authorities engaging with to understand ageing?
- If people in your locality are using information and guidance, where does it come from?

What is the preferred form of information to support action on equivalent cross-cutting policy issue?

2.6 Outputs and working together

Outputs will include:

An internal-facing report including an analysis of and rationale for the target local authority audiences and understanding of barriers/ enabler for change. This will inform the creation of

2-4 tools or resources (for example a charter, checklist, policy guide or template) developed in partnership with the target local authority audiences and Ageing Better through all stages of drafting, testing, refining and publishing. We anticipate this might look like an “age-friendly towns charter” or “creating an age-friendly district guide”. These will be clear and universally relevant to authorities across England.

Working together:

We want this commission to be collaborative process, bringing together the expertise and capacity of Centre for Ageing Better staff and the contractor to best achieve our aims:

From the contractor we are looking for:

- Expertise on co-design approaches and the capacity to facilitate this process
- Experience producing similar resources for local authority audiences and the capacity to create these

From Centre for Ageing Better we can bring:

- Policy understanding of Age-friendly communities, and support in translating findings from local authorities to relevant aspects of the handbook
- Links into local authorities (we have engaged 50% of local authorities in the UK in recent years).
- Links to local authority networks (we have relationships with Society of Local Council

Clerks (SLCC), National Association of Local Councils (NALC), and the Local Government Association (LGA), among others)

2.7 Contract term

We anticipate the work will begin in January 2025 and the contract will run until June 2025. We expect the project timeline to include the following two milestones:
Understanding and prioritisation of target audiences: March 2025
Finalising tools and resources: June 2025

2.8 Budget

The maximum budget for this project is £40,000 exc. VAT (equates to £48,000 including VAT). Necessary event and travel costs would be covered by Ageing Better in addition to the contract value, so bidders do not need to include this in their costings.

Costs in the Pricing Document should be presented exclusive of VAT. Bidders should state whether or not they will apply VAT to the total Contract value. Ageing Better recommends that Bidders should seek independent advice if they do not intend to apply VAT. Ageing Better will not make any additional provision to the agreed Contract value in order to cover VAT liabilities, if these costs are not included in the original Pricing Document.

2.9 Insurances

The Contractor shall take out and maintain in full force and effect with a reputable insurance company the following minimum insurances for the duration of the Contract:

- Public Liability insurance – £1 million
- Employer's Liability insurance – £5 million
- Professional Indemnity insurance – £1 million

2.10 Timescales

The indicative timetable for the procurement is as follows:

Stage	Date
Invitation to Tender issued to Bidders	18 th October 2024
Deadline for clarification questions	5pm 1 st November 2024
Publication of clarification questions	8 th November 2024
Deadline for bid submission	5pm 22 nd November 2024

Notification of interview	5 th December
Interviews	10 th December 2024
Notification of result	w/c 16 th December 2024
Work commences	w/c 6 th January 2025

Ageing Better reserve the right to amend these dates.

2.11 Terms and Conditions

Below are the terms and conditions, to be signed at contract award. Suggested amendments or queries should be submitted in Section 14 of the Supplier Questionnaire. Ageing Better cannot guarantee adhering to proposed changes.

[Conditions of Contract](#) (these are our standard conditions of contract)

3. Invitation to Tender evaluation criteria

Criteria	Sub Criteria	Weighting
Price (20%)	Pricing	20%
Quality (80%)	Skills and experience	30%
	Methodology and approach	35%
	Project management and risk management	15%
	Total	100%

3.1 Scoring

Scoring

Criteria 1 to 5 shall be scored on a scale of 0 to 5 by reference to the following scoring guide:

Score	Description
5	Exceptional. Demonstrates strengths, no errors, weaknesses or omissions and exceeds expectations in some or all respects.
4	Good. The standard of response fully meets expectations.
3	Satisfactory. The response is acceptable but with some minor reservations.
2	Poor. The response is deficient in certain areas where the details of relevant response require the reviewer to make certain assumptions.
1	Very Poor. The response is deficient in the majority of areas where the details of relevant response require the reviewer to make frequent assumptions.
0	Rejected. Response is unacceptable or non-existent, or there is a failure to properly address any issue.

Price is weighted at 20%. The Bidder that submits the Lowest Bid Total shall receive the maximum score of 20%. All other Bidders' Bid Totals shall be evaluated using the following formula:

Lowest Bid Total

_____ X 30

Other Bidder's Bid Total

If a Bidder is successful in its bid for the Contract, then the Pricing Document is submitted as part of its bid will be referenced in the Contract it enters into with Ageing Better and will be used in calculating the amount payable to the successful Bidder under the Contract.

1. Bid return and Tender evaluation process

4.1 Amendments to the Invitation to Tender

Ageing Better reserves the right to issue amendments or modifications to this Invitation to Tender during the Invitation to Tender stage. These will be listed on the opportunities section of our website. Bids will be assumed to take account of any such modifications and amendments.

4.2 Procedure for the submission of bids

Bidders shall submit one electronic copy Invitation to Tender by no later than **5pm on Friday 22nd November** via e-mail to: **bianca.rossetti@ageing-better.org.uk**

The Invitation to Tender return shall state the following title:
‘Co-design and Development of Age-friendly Local Authority Guidance’

We will acknowledge receipt of all bids.

Please provide your response to this Invitation to Tender by completing the required documents. Please do not provide separate or different types or formats of documents unless specifically requested to do so.

Please note that any stated limits on length of responses set out in the Invitation to Tender must be strictly adhered to. Any question response exceeding the stated limit will be disregarded beyond that limit. Unless specifically requested to do so, please do not include or upload any standard marketing or promotional material within your answer as this will be disregarded.

Supporting information (appendices, attachments etc.) should be presented in the same order as, and should be referenced to, the relevant question.

Late submissions will not be accepted.

Bidders are strongly recommended not to leave their Invitation to Tender submission to the last minute. Ageing Better will not be held liable for failures to submit an Invitation to Tender on time due to technical issues reported less than 24 hours before the submission deadline.

4.3 Content of bids

All bids must consist of the following items/documents:

- Confirmation of acceptance of the Conditions of Purchase as set out at Appendix 1;
- A completed Pricing Document as set out at Appendix 2;
- A completed Written Return, specifying how the Bidder will carry out the Services to be provided under the Contract, as set out at Appendix 3
- A copy of the Form of Tender as set out as Appendix 4 signed by the authorised signatory submitting the bid on behalf of the Bidder;
- A completed Anti-Collusion Certificate as set out at Appendix 5, signed by the authorised signatory submitting the bid on behalf of the Bidder;
- A completed Non-Canvassing Certificate as set out as Appendix 6, signed by the authorised signatory submitting the bid on behalf of the Bidder.
- A signed Supply Chain of Conduct as set out at Appendix 7, signed by the authorised signatory submitting the bid on behalf of the Bidder.

4.4 Evaluation of bids

- Bids will be checked initially for compliance with this Invitation to Tender and for completeness. Bids that are not substantially complete and/or compliant with this Invitation to Tender may be rejected;
- During the evaluation period, Ageing Better reserve the right to call for further information/clarifications from Bidders to assist it in its consideration of their bids. Note that Ageing Better reserve the right to adjust the scoring of a Bidder's bid if information is established during clarifications that fundamentally changes any tendered proposal.
- The purpose of the Bidder interview is to allow Ageing Better to achieve a more rounded appreciation of Bidders' proposals. Note that Ageing Better reserve the right to adjust the scoring of a Bidder's bid if information is established during the interview that fundamentally changes any tendered proposal.

5. Important notices for bidders

5.1 Accuracy of information and liability of Ageing Better and its advisers

The information contained in this Invitation to Tender has been prepared by Ageing Better in good faith but does not purport to be comprehensive or to have been independently verified. Ageing Better does not accept any liability or responsibility for the adequacy, accuracy or completeness of, or makes any representation or warranty (express or implied) with respect to the information contained in the Invitation to Tender or with respect to any written or oral information made or to be made available to any Bidder or its professional advisors and any liability therefore is hereby expressly disclaimed.

Bidders considering entering into a contractual relationship with Ageing Better should make their own enquiries and investigations of Ageing Better's requirements. The subject matter of this Invitation to Tender shall only have contractual effect when it is contained in the express terms of an executed agreement.

Nothing in this Invitation to Tender is, or should be, relied upon as a promise or representation as to the future and Ageing Better does not undertake to provide Bidders with access to any additional information or to update the information in this Invitation to Tender or to correct any inaccuracies that may become apparent. Ageing Better reserve the right, without prior notice, to change the procedures outlined in this Invitation to Tender or to terminate discussions and the delivery of information at any time before entering into the Contract.

5.2 Anti-collusion

Any Bidder who, in connection with the competition for the selection of Bidders for the Contract:

- Fixes or adjusts its bid by or in accordance with any agreement or arrangement with any other Bidder;
- Enters into any agreement or arrangement with any other Bidder to refrain from making a bid or to alter, in any way, the content of any bid to be submitted;
- Causes or induces any person to enter into any such agreement as referred to above or to inform any other Bidder of the content of any other bid for the Contract;
- Offers or agrees to pay or give or does pay or give any sum of money, inducement or valuable consideration directly or indirectly to any persons for doing or having done or causing or having caused to be done any act or omission in relation to any other bid or proposed bid for the Contract; or
- Communicates to any person (outside its consortium, its professional and financial

advisers other than Ageing Better or any person duly appointed by Ageing Better) the content of its proposed bid, will be disqualified (without prejudice to any other civil remedies available to Ageing Better and without prejudice to any criminal liability that such conduct by a Bidder may attract) from further participation in the competition for the Contract. Bidders are required to return with their bid the Anti-Collusion Certificate set out at Appendix 6.

5.3 Non-canvassing

Any Bidder who, in connection with its bid for the Contract:

- offers an inducement, fee or award to any representative of Ageing Better or any person acting as an adviser to Ageing Better in connection with the selection of Bidders for the Contract; or
- does anything which would constitute a breach of the Bribery Act 2010, will be disqualified (without prejudice to any other civil remedies available to Ageing Better and without prejudice to any criminal liability that such conduct by a Bidder may attract) from further participation in the competition for the Contract. Bidders are required to return with their bid the Non-Canvassing Certificate set out at Appendix 7.

5.4 Copyright

The copyright in this Invitation to Tender is vested in Ageing Better and may not be reproduced, copied or stored in any medium without the prior written consent of Ageing Better. This Invitation to Tender and any document issued to Bidders supplemental to it shall remain the property of Ageing Better and shall be returned upon demand.

5.5 Tax Liability

Ageing Better and its subsidiaries, conducts their activities with integrity, transparency and fairness. Ageing Better are committed to the prevention of the facilitation of tax evasion as they recognise the importance of fostering a positive culture of tax compliance and maintaining the confidence of students, staff, partner organisations, other customers and the tax authorities.

Ageing Better and its subsidiaries do not and will not work with others who do not share their commitment to preventing the facilitation of tax evasion.

5.6 Modern Slavery Act 2015

The Bidder recognises that Ageing Better has a legal and moral commitment to ensuring that Ageing Better, through its staff, associates, agents, service providers and suppliers,

conducts its business in accordance with the highest standards of ethical behaviours, transparency and probity. The Bidder shall, upon the request of Ageing Better, provide evidence of the steps the Bidder is taking to ensure that slavery and human trafficking is not taking place in any part of the Bidder's own business or supply chain in accordance with the provisions of the Modern Slavery Act 2015.

5.7 Confidentiality

Bidders shall not undertake (or permit to be undertaken) at any time, whether at this stage or after conclusion of the Contract, any publicity activity with any section of the media in relation to the Contract other than with the prior written consent of Ageing Better (in relation to the form and content of the proposed publicity).

5.8 Ageing Better's right to reject bids

Notwithstanding anything else stated in this Invitation to Tender, the issue of this Invitation to Tender in no way commits Ageing Better to enter into the Contract or any other agreement whatsoever. Ageing Better is not bound to accept any bid and reserve the right to accept any bid either in whole or in part.

Ageing Better reserve the right to reject any or all of the responses received and discontinue the bidding process and/or reject any incomplete or incorrectly completed responses.

Bids will be checked initially for compliance with the requirements of this Invitation to Tender and for completeness. Clarification may be sought from Bidders in order to determine if a bid is complete and compliant. Bids that are not substantially complete and/or compliant with the requirements of this Invitation to Tender may be rejected.

5.9 Time

Ageing Better reserves the right, in its absolute discretion to amend the timetable or extend any time period in this Invitation to Tender.

5.10 Tender withdrawal

Ageing Better reserves the right to withdraw the tender for any reason, at any time.

5.11 Bid costs and loss of profits

Bidders shall bear their own costs and in no circumstances whatsoever shall Ageing Better become liable for any bidding costs, nor shall Ageing Better be liable for any loss of profits, loss of Contracts or other costs or losses suffered or incurred by a Bidder as a result of that Bidder not being awarded one or more Contracts pursuant to this procurement process. Ageing Better shall similarly not be liable in the event that the procurement process is cancelled, whatever the reason.