

**NATIONAL INSTITUTE FOR HEALTH AND CLINICAL EXCELLENCE**  
**Centre for Public Health Excellence**

**BRIEF FOR FIELDWORK ON PHYSICAL ACTIVITY IN THE WORKPLACE**

**1. PURPOSE OF THE BRIEF**

The Centre for Public Health Excellence (CPHE) at the National Institute for Health and Clinical Excellence (NICE) wishes to commission research that tests draft recommendations on promoting physical activity in the workplace with those involved in the development, commissioning and delivery of interventions and services aimed at making employees more active at work.

In 2006 the Department of Health requested that NICE:

*'produce intervention guidance on workplace health promotion with reference to physical activity and what works in motivating and changing employee's health behaviour.'*

The full scope for this work can be accessed through the NICE website at <http://www.nice.org.uk/page.aspx?o=370700>, and the detailed manual of the guidance development process and methods can be found at: <http://www.nice.org.uk/page.aspx?o=300584>.

The draft recommendations will be developed as part of the guidance produced in response to this referral. The findings of the fieldwork will be considered by the Public Health Interventions Advisory Committee (PHIAC) in February 2008 and will inform the final guidance, due to be issued at the end of May 2008.

**Proposals are invited to conduct the fieldwork to test the relevance, utility and implementability of the draft guidance recommendations.**

<p><b><i>Proposals should be submitted by 4pm on the 23<sup>rd</sup> July 2007.</i></b></p>
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**2. OBJECTIVES OF THE FIELDWORK**

To examine the relevance, utility and implementability of the recommendations with commissioners and practitioners, with particular reference to vulnerable and hard to reach communities, concerning the following:

- What are the views of practitioners on the relevance and usefulness of these recommendations to their current work or practice?
- What impact might the recommendations have on current policy, service provision or practice?
- What factors (e.g. service configuration, training) could impact – positively or negatively - on the implementation and delivery of the guidance?
- How well do the recommendations match with practitioners experience?

### 3. TESTING RECOMMENDATIONS ON WORKPLACE PHYSICAL ACTIVITY: THE CONTEXT

The guidance is aimed at employers and professionals working in the NHS, in private business, in local authorities and in the voluntary sector who have either a direct or indirect role and/or responsibility for policies, programmes or interventions aimed at improving employees levels of physical activity in the workplace.

The draft intervention guidance for workplace physical activity will be prepared in November 2007. The key stages are:

#### Timetable

<b>Key stages</b>	<b>date</b>
Synopsis of all reviews of best available evidence on effectiveness and cost effectiveness, based on the initial scope, out for consultation	24 Aug 07 – 21 Sept 07
PHIAC prepares draft guidance, based on consideration of the evidence	Sept 07 – Dec 07
Stakeholder consultation on the draft recommendations	12 Dec 07 – 16 Jan 08
Fieldwork carried out on the draft recommendations	10 Dec 07 – 14 Jan 08
PHIAC prepares final guidance, taking account of stakeholders comments and fieldwork evidence	15 Feb 08 - 1 Apr 08
Guidance issued	28 May 2008

Fieldwork represents a key stage in the development of NICE guidance. Details of the full process for the development of NICE public health intervention guidance can be found at: (<http://www.nice.org.uk/page.aspx?o=300584> ). Findings from the fieldwork are an important source of evidence on the feasibility of implementation of the guidance, and the conditions required for uptake and delivery.

### 4. FIELDWORK METHODOLOGY

The CPHE fieldwork methodology has been developed over time, building on work carried out by the Health Development Agency and learning from social and academic research techniques. There is no blue-print for fieldwork, but a core set of procedures have been collated that may be used or adapted for use in different areas. These are primarily qualitative techniques, including interviews and focus groups (see the CPHE methods manual, referenced above).

Fieldwork methods may include:

*Group-based methods (including focus groups, participative workshops or 'virtual' – electronic – groups). These may be appropriate when:*

- potential participants have clear professional 'identities' and the field is well established
- there is access to sufficient numbers of professionals in clearly defined regions
- issues to be discussed are unlikely to be confidential or professionally sensitive, and anonymity will not be necessary

*Qualitative surveys (including telephone, electronic or one-to-one interviews). These may be appropriate when:*

- access to groups of professionals is not possible (because the field is immature, geographic or time constraints, or because the participant pool is limited)
- anonymity or confidentiality is required
- a large sample or spread is necessary
- in-depth responses are required
- other constraints make group work impractical

*One-to-one or small group interviews (including face-to-face or telephone interviews, electronic or paper surveys, and polling approaches). These may be appropriate when:*

- access to groups of professionals is not possible (because the field is immature, geographic or time constraints, or because the participant pool is limited)
- a large sample or spread is necessary
- in-depth responses are required.

In some cases, for example where the field is comprised of a wide range of different professional groups, a combination of approaches may be used. The methodology and any questions or support materials used in the fieldwork must be developed in close collaboration with the NICE CPHE project team and approved by them.

When developing the approach to fieldwork in a specific area, key factors to consider include:

- Methods of recruitment and sampling
- Methods of identifying consensus and eliciting opinion
- Data collection
- Analysis, including techniques to be used to analyse the data
- Techniques for engaging participants
- Transparency of process

## 5. THE BRIEF

Proposals to carry out this work should outline the methodology that would be appropriate for this public health intervention guidance and addressing the questions defined above, taking into account the intended audience for the guidance.

The timetable for the fieldwork is as follows:

Tender applications invited	28 June 2007
Closing date for queries and expressions of interest	13 July 2007
Responses circulated to all parties who expressed interest	Before close of play 16 July 2007
Closing date for proposals	23 July 2007
Presentations & panel meeting (if required)	01 August 2007
Contractor appointed	06 August 2007
Meeting with CPHE project team	TBA
Fieldwork meetings carried out	10 December 2007 – 14 January 2008
First draft of findings, meeting with CPHE project team	20 January 2008
Meeting with CPHE project team & presentation of final draft	28 January 2008
Presentations of findings to PHIAC	15 February 2008

### Budget & outputs

Outputs: Two hard copies of the final report and one electronic copy; one presentation to the CPHE team and one to the PHIAC.

The budget for this work is up to £ 35,000. Quotes should be inclusive of all costs including travel and subsistence but exclusive of VAT.

### Tendering process

If your organisation feels it can provide these services to NICE, then your bid in response to this invitation should include the following elements in the number order given below:

- 1) Background:

Please provide full contact detail for your organisation together with a statement of the approach that you would take in relation to the above outline, and a summary of why you wish to undertake this work.

- 2) Previous experience in the field:  
Provide detail of relevant experience, including the number of years that the organisation has been involved in the field. Please list those organisations that you have previously engaged with in relation to this work, and include two examples of previous work that demonstrate your experience and ability to provide this work to a high standard.
- 3) Detailed proposal:  
Provide a detailed description of the activities that would be undertaken to meet the stages indicated in the requirements specification. This should include a detailed description of and rationale for recruitment and sampling techniques, selected methods and approach, and methods of analysis.
- 4) Project costs should be broken down by executive time, data gathering and analysis costs, synthesis, report writing and presentation costs and any other costs. It should include provision for oral presentations and / or face-to-face meetings (as required).
- 5) A description of the staff assigned to this project and an indication of their time commitment to the project. This should include relevant CVs, an explanation of why staff are qualified to undertake this project and the role they would assume.
- 6) Contact details:  
This should include full postal address, email address and a telephone contact for the organisation and the main applicant.
- 7) References  
Provide two external referees relating to work performed in the past three years.
- 8) Policies and Financial Statements  
Provide one copy each of your organisations Health and Safety, Environmental, Equal Opportunities and Diversity in the Work Place Policies. Together with the last three years of audited accounts for your organisation. Please declare (if applicable) all current projects with clients or partners that your department/ group/organisation is currently working with which could be seen as being detrimental or ethically opposed to the health aims promoted by the Institute

## **6. SELECTION CRITERIA**

Tenders will be assessed on the basis of the following:

- Suitability of proposed approach
- Quality of the described approach
- Understanding of the aims of the process and its relevance to guidance production
- Proven track record and experience of the methods proposed;
- Cost

Potential contractors may be invited to give a presentation of their proposal to the NICE team on 1 August 2007 should this be required to inform the teams decision.

### **Other information**

If you have any questions regarding the tender, please contact Barney Wilkinson, Procurement Manager on 020 7067 4753 or via email [barney.wilkinson@nice.org.uk](mailto:barney.wilkinson@nice.org.uk) before 4pm on 13 July 2007. Replies to all queries will be circulated no later than 5.00pm on Monday, 16 July 2007, and please note that the answers to all questions received will be circulated to all potential suppliers.

### **The closing date for applications to carry out this work**

- Expressions of interest should be registered electronically by 4pm on 13 July 2007.
- Queries should be submitted electronically by 4pm on 13 July 2007.
- Quotes should be submitted electronically or in hard copy no later than 4pm on Monday, 23<sup>rd</sup> July 2007

All expressions of interest and queries should be sent to [chris.carmona@nice.org.uk](mailto:chris.carmona@nice.org.uk) and submissions should be sent to Barney Wilkinson at [contract.bids@nice.org.uk](mailto:contract.bids@nice.org.uk) ,

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A blank copy of the contract has been included for your consideration, as any desired changes to the Terms and Conditions of contract must be clearly registered when submitting your tender documents. Please follow link;

<http://guidance.nice.org.uk/page.aspx?o=438720>

Also please complete and return the Certificate as to Collusive Tendering and Canvassing by the same date and time. Failure to comply with the requirements specification may result in your bid being declined. Please follow link;

<http://www.nice.org.uk/page.aspx?o=369452>