

Specification

Telling the Story of Winter Wellbeing (Publicity and Promotion)

Date 1st March 2023

Inclusion Cornwall

Bev Wilson and Anthony Ball

Specification for [Winter Wellbeing Telling the Story]



(Inclusion Cornwall)			
Approved	Winter Wellbeing	Head of Service:	Inclusion Cornwall Steering Group
Date Updated:	1/3/2023	Version:	
Programme/Project Description:	Story Telling of the WW project and supporting Video Production 2023		
Reviewers:	Inclusion Cornwall		
Author(s):	Bev Wilson		

Document History			
Version	Date	Author	Change
0.1	1/3/2023	Bev Wilson	
0.2			
1.0			

Specification for Winter Wellbeing Promotional Video

Contents

1. Definitions	4
2. Introduction	5
3. Scope	5
4. Background	5
5. Service Conditions	6
6. Statement of Requirements	6
a) Service Aim(s)	Error! Bookmark not defined.
b) Service Objectives	Error! Bookmark not defined.
c) Detailed requirements	Error! Bookmark not defined.
7. Quality Requirements	6
8. Contract Management and KPIs	6
9. Security	7
10. Safeguarding	7
11. Environmental sustainability and carbon management	7
12. Implementation timetable	7

Specification for Winter Wellbeing Promotional Video

1. Definitions**"Contract"**

means: the Contract for the provision of the Services, Supplies or Works, which will be awarded to a successful Supplier;

"Council"

means: Cornwall Council, County Hall, Treyew Road, Truro, Cornwall TR1 3AY;

"Services"

means: the provision of [Winter Wellbeing Video] for the [Winter Wellbeing Project funded through Inclusion Cornwall] as described in this Specification.

"Supplier/Provider"

means: any person or persons, firm or firms or company or companies applying to tender for the Services, Supplies or Works, or, where there is more than one organisation applying, the lead organisation;

"Supplies"

means: the Supplies as described in this Specification.

"Works"

means: the Works as set out in this Specification in relation to Winter Wellbeing

"The Council's Contract Manager"

means: the representative of Cornwall Council responsible for arranging and leading Contract Review Meetings

"The Supplier's Contract Manager"

means: the representative of the Provider/Supplier responsible for attending Contract Review Meetings and actioning any changes

"Service User"

means: an individual who accesses services provided by the Council

Specification for Winter Wellbeing Promotional Video

2. Introduction

The winter wellbeing service has been running for over 10 years. Since 2011/12, Winter Wellness has achieved the following:

- Over 20,000 households have received help to stay warm, well and safe
- 848 hospital admissions have been prevented
- 448 households remain in work and progress towards work
- 819 households have been assisted through the Warm Home Discount Industry Initiative (funded by OVO and previously SSE)

The service and is supported by:

- Public Health
- Inclusion Cornwall
- Council of the Isles of Scilly
- NHS Kernow

There are over 30 partners who work together to reduce fuel poverty, improve health and progress people to work.

More information can be found here [Winter wellbeing - Cornwall Council](#)

3. Scope

Telling the story and support with the promotional video will include the following:-

- a. Building on and updating the story of the successful partnership – support the script for the new video [Winter Wellbeing Central Heating Fund - YouTube](#)
- b. Promotional words to promote the project and case studies
- c. Cost of the contract will not exceed 10K
- d. Information of Winter Wellbeing can be found on our web-site [Winter wellbeing - Cornwall Council](#)

4. Background

Cornwall and the Isles of Scilly are in the top ten areas for the UK for households which are in fuel poverty.

In Cornwall fuel poverty affects over 12.6% of all households (31,826 homes). On the Isles of Scilly it is 20.9% (231 homes), (BEIS Fuel Poverty statistics 2018). Both are above the England average of 10%.

Specification for Winter Wellbeing Promotional Video

As part of a joined up effort to tackle this, Inclusion Cornwall, Cornwall Council, Public Health, Council of the Isles of Scilly, NHS Kernow and many more partners, joined forces to help vulnerable people escape the effects of fuel poverty, and the health risks associated with damp or cold homes.

We are making a real difference to peoples lives and aim to share our successes

Poor health hampers lives, often people cannot work and their life chances diminish – we are changing this and want to showcase what we have achieved and what is next. We have won many awards and yet few in Cornwall know of our success. We want you to help us change that by creating a series of case studies and promotional material

5. Service Conditions

As telling the story is part of the Winter Wellbeing project funded through the Cornwall Council requirements must be understood and adhered to throughout the lifetime of the project. All paperwork will be retained in line with Cornwall Council Requirements.

6. Statement of Requirements

The Provider will be responsible for

- Inception meeting and note
- Use case studies and meet with customers as directed
- Agree words for the voice over with the video provider
- Video will be timeless and be able to be used throughout the project period
- Use of Cornwall Council, Winter Wellbeing and Inclusion Cornwall logo's on the video are essential

7. Quality Requirements

As identified by Cornwall Council requirements, including any conflict of interests to be declared at application stage.

8. Contract Management and KPIs

The following information should be provided by the Supplier at Contract Management reviews:

- Promotional words to support Winter Wellbeing
- Any complaints received
- Update on Equality and Diversity
- Update on Sustainable Policy

Specification for Winter Wellbeing Promotional Video

Contract reviews will be held on a quarterly, basis at New County Hall, Truro

The following Key Performance Indicators, including those that are payment by results PBR), will be used to monitor the performance of the Contract:

Key Performance Indicators (KPI's)

	Output/Outcome	PBR	Cumulative performance			
		Y/N		2023	Deadline	
	Service delivery – Outputs					
	Desk review			Yes	31st March	
	Agree content			Yes	15th April	
	Celebrate Winter Wellbeing material – carry out case studies work with customers and partners to promote Winter Wellbeing			Yes	Complete by 15th August 2023	
	Work with provider to agree script for the video 			Yes	Completed by the end of May	

9. Security

All data and information will be held and used in line with Cornwall Council requirements and Data Protection

10. Safeguarding

Safeguarding policy will be available to view.

11. Environmental sustainability and carbon management

An environmental plan will be available to view.

12. Implementation timetable

	Action	Date
1	Three quotes requested by Cornwall Council	1/3/2023
2	Deadline for three quotes	15/3/2023 midnight by email to

Specification for Winter Wellbeing Promotional Video

		Anthony.ball@cornwall.gov.uk
3	Successful applicant sent confirmation of contract	17/3/2023
4	Initial Meeting with Inclusion Cornwall	To be confirmed

Prepared by:

Name Bev Wilson

Title Inclusion Cornwall Manager

Inclusion Cornwall

Date 1/3/2023

If you would like this information
in another format please contact:

**Cornwall Council
County Hall
Treyew Road
Truro TR1 3AY**

Telephone: **0300 1234 100**

Email: **enquiries@cornwall.gov.uk**

www.cornwall.gov.uk