



Children, Young People and Families Directorate

METHOD STATEMENT

FOR

Targeted consultation required with Parents/Carers with Learning Disabilities, Parents/Carers with Learning Difficulties, Parents/Carers with a Disability, and Parents/Carers with Mental Health needs

NAME OF ORGANISATION

Words Worth Reading Ltd

Please note:

- a) **THERE IS A WORD LIMIT FOR EACH QUESTION**
- b) **The Council reserves the right to reject a submission if it is considered to be fundamentally unsuitable on any one point.**

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*Warwickshire County Council: Children and Young People and Families Directorate
Targeted consultation with parents/carers section 12 - 2009*

Name of Organisation:

Words Worth Reading Ltd

Tenderers should detail their proposals against the requirements outlined above.

The Provider should describe their experience and intentions of delivering the consultation report and in particular how they will deliver the outcomes being sought by the Council.

Expand the boxes to provide the amount of space required. Answer questions as fully as possible, including examples of any previous relevant experience and track record.

1 Policies and Procedures – Mandatory

1.1 Please indicate whether you have the following policies and procedures in place:

Policies & Procedures	Yes	No	In Preparation
Health and Safety	X		
Equal Opportunities	X		
Staff Recruitment and Retention	X		
Training and Development Policy	X		
Confidentiality	X		
Information Sharing	X		
Child Protection Procedures/Safeguarding	X		
Gifts/Bequests	X		
Compliments and complaints	X		
Information Management	X		
Disciplinary/grievance	X		
Lone Working Policy	X		
Insurance	X		

Quality (70%):

2 Preparation and implementation (20%)

2.1 If awarded the contract, what would be your organisation's timetable on the following:

- a) Becoming fully operational to deliver the outcomes of the Brief?
- b) Ensuring that the report is approved and signed off by the panel of Warwickshire County Council with all the key findings, summary and recommendations by 19th March 2010?

LIMIT 500 WORDS

Words Worth Reading Ltd (WWRL) has sufficient capacity to ensure that operational delivery of the brief could commence on or prior to the 1st February 2010, as required. Due to the research, planning and consultation delivery expertise within the team, we would be able to professionally 'hit the ground running', ensuring that the organisational time needed to provide a sound delivery would be minimal. Staff best placed to successfully deliver this project have already been identified and are involved in the creation of this tender bid, to ensure that their knowledge of the project requirements is established from the outset. This level of professional ability enables the delivery of the project to be streamlined, efficient, and reliable.

As our attached project plan states, in order to fulfil the outcome of the brief, WWRL would first complete a comprehensive piece of national and local research on the information and access availability for parents and carers of children – focusing on those requirements of the required target groups. Research would incorporate:

- Historical and current data on the local and national availability of information and access, in broad terms.
- National and local trend information to help understand local inequalities and geographical divides.
- Best practice guidance or examples.
- A SWOT analysis of each of the current means of access to information and services.
- Historical or national recorded or reported user feedback on services.

Our project plan demonstrates that this element of research would be completed by 12th February. Running in tandem with this research exercise would be a further research exercise which looked to select individuals to interview / engage with to seek their opinions on the current access and availability of local parent information and services. This selection would be based on ensuring that a full cross-section of individuals are engaged with, spanning the 5 districts of Warwickshire, and the 4 targeted groups. These identified stakeholders would be contacted over the first two weeks of the project period, to ensure that the organisation of consultation discussions with these individuals could be arranged as early in the project as possible. Such an approach helps ensure a streamlined

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and efficient approach to outcome delivery.

The collection of information throughout the consultation process is imperative to accurately recording the full views of the parents / carers consulted with, thereby providing reliable content for the required written outcomes report. WWRL has found with past consultations that the best ways to collect verbal information from interview or discussion scenarios is to for two people to complete each discussion; 1 individual asking questions and the other recording the discussion, or for discussions to be recorded via Dictaphones. Ensuring that this information is immediately recorded electronically not only helps retain its reliability, but also provides a robust audit trail for the project and streamlines the process of the report writing.

In order to ensure the deadlines for the communication of findings are upheld, WWRL would draft a series of feedback documents, accessible for all stakeholders, utilising our internal design skills to ensure the format of reporting was tailored accordingly for each different audience's requirements. By drafting these documents ahead of deadline, final changes following the sign off of the report by the council could quickly be made without delaying the dispersion of the stakeholder-specific feedback documentation.

Enclose your project plan for delivery of this consultation.

Enclosed	<input checked="" type="checkbox"/>
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2.2 What knowledge /experience does your organisation have in undertaking consultation projects within this targeted group?

LIMIT 500 WORDS

Examples of recent pieces of work completed by WWRL, which are relevant to this project, are outlined below.

In November we completed a large consultation exercise on behalf of NHS Barking and Dagenham. In order to improve local health services, the creation of a large new community health facility in East Dagenham is under consideration. We ran an informal public consultation about these potential service developments in the local community. The public of East Dagenham and key stakeholders in the community were all included in the consultation, which required WWRL to ensure a variety of consultation, communication and feedback methods were evaluated and utilised. Examples of our consultation approach for this project included the creation of an information guide, a series of public facing discussion events, the dispersion of information to voluntary groups, charities and public amenities, attendance at minority group and learning disabilities meetings, and the delivery of councillor and stakeholder workshops. We were heavily committed to ensuring the full engagement of

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individuals with learning disabilities, disabilities or Mental Health needs. We worked in conjunction with the Learning Disabilities partnership within the borough to devise Easy Read versions of the consultation literature and presentation literature to ensure that we could communicate effectively with this group of people, and accurately collect their views. We also created documentation in Braille and created speaking versions of the documentation.

NHS Mid Essex commissioned WWRL to complete a detailed research piece of work that looked at streamlining the Older Person Pathway across the Borough. This project involved national best practice research, large amounts of data analysis, a series of interviews with stakeholders and the interpretation of this information into a Board Level report and public facing documentation. There was a strong requirement to address the accessibility of information for older individuals within the Borough; particularly those individuals with Mental Health needs.

To fully address this required emphasis within the project, WWRL sought early engagement with the carers or health and social care professionals who worked alongside individuals with Mental Health needs, to seek their professional advice on liaison and consultation approaches with these individuals. Their early engagement enabled early engagement with the selected interviewees, and also enabled their contribution and comment on our methodology for choosing appropriate individuals to consult with.

Mayden House is an IT software design company which provides services to the education and health sectors. WWRL works as a partner to Mayden House, providing an consultation, visual design and writing service to support the delivery of their contracts. One of the biggest elements of our partnership with Mayden House is the creation of user guides for their IT software solutions. In August 2009 we worked with them to create a user guide for a Mental Health software programme called IAPTuS. To deliver this project to specification we had to first engage and consult with stakeholders, which included professional who work within Mental Health care, and individuals with Mental Health needs. We used a variety of communication methods to effectively consult with these client groups, and used their feedback to create a robust user manual.

3 Management (5%)

3.1 How will this consultation be managed within your organisation?

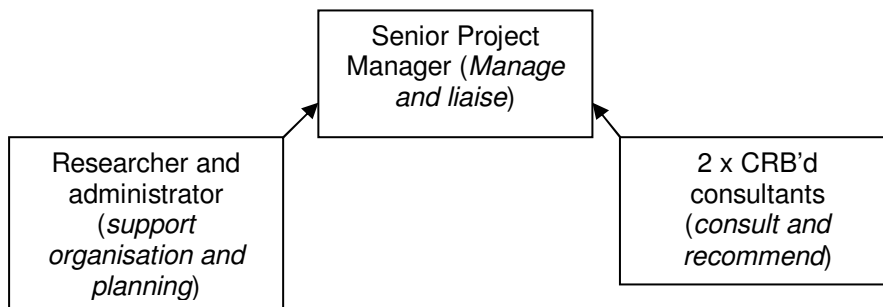
LIMIT 500 WORDS

As an organisation we have found previously that the most efficient and effective way to manage a consultation project is to ensure that one senior project manager is assigned to the contract. This ensures that:

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- There is clear and direct communication channel between WWRL and Warwickshire Council.
- The project is given the focus and attention it deserves and requires to enable a successful delivery.
- There is a clear and robust internal accountability and communication standard.

For this consultation, we would utilise the following management structure:



In terms of practical management of the project, WWRL utilises detailed project plans to ensure that each element of every project is delivered to the required standard, and against the required deadline. The management of the project plan for this consultation would be led by the Senior Project Manager, who would be accountable to the Director of Operations. The Senior Project Manager would meet with the Director of Operations on a weekly basis to review performance and progress against plan. A weekly project team meeting would also be held with all relevant parties to ensure adherence to the project plan, and to discuss progress and outstanding actions. This meeting would be chaired by the Senior Project Manager.

The Senior Project Manager would be the principle point of contact for Warwickshire Council, and would meet with the council as frequently as required to provide progress updates and performance assurances. As with all of the projects completed by WWRL, a 'lessons learnt' exercise would be completed at the end of the project, and shared with the council for future learning.

3.2 What will be standard office opening hours, i.e. during what hours will service users and County Council staff be able to contact a manager of your organisation?

LIMIT 500 WORDS

Currently our standard office opening hours are Monday to Friday 8am until 6pm. During these opening hours our phone lines are constantly manned by our reception staff, who would be able to direct your call to the most appropriate contact for your query (who is likely to be the Senior Project Manager for this contract). Most clients also like to communicate over email, and these emails can be responded to throughout the day, regardless of WWRL staff location, due to the use of blackberry devices.

Outside of these office hours, the Senior Project Manager can be reached via

a work blackberry, where telephone calls, voicemails and emails can be accessed.

WWRL is committed to ensuring a healthy work / life balance for all staff, and thus as a company we recognise the importance of respecting individual's evening and weekend 'work free' time. However, because of the commitment and dedicated attention we all like to give to our clients, any staff member issued with a blackberry does check the device for urgent emails and voicemails each weekend day. Therefore, if there is an urgent request or matter that arises, it would be possible for the Senior Project Manager for this consultation to respond or resolve outside of office hours.

4 Staffing and Training (10%)

- 4.1 Provide details of the number, competencies, qualifications and experience of staff and/or volunteers you intend to use to deliver the service.

LIMIT 500 WORDS

As per the management structure above, a Senior Project Manager, a researcher / administrator and 2 consultants would be used to deliver this consultation.

Senior Project Manager = Catherina Dunphy

Catherina is an experienced project manager, bringing extensive public health expertise to our private company, thereby ensuring a streamlined approach to both our internal management, and to the management of contracts on behalf of our clients. She has 22 years experience within the health and social care profession and provides valuable input into our business projects within this field. Catherina's strengths include her planning and organisational skills, her pride in ensuring delivery, her attention to detail, and her motivational capacity and enthusiasm for project delivery. Examples of Catherina's large-scale successful project management contracts include the co-ordination of a series of health services from one hospital location to a new hospital build, the management of a NHS-trust level staff redeployment consultation, the delivery of a cross-sector consultation which looked at the revision of the older person pathway across Essex, the delivery of a high-profile government funded educational tool, and the management of the delivery of Fresher Fairs across the South-East. In addition, Catherina has a beautiful understanding of language, and her flair for words is harnessed to help deliver many of the creative assignments provided through our business arm; including design, marketing campaigns, web content writing and manuscript reviews.

Researcher / Administrator = Elisabeth Stagg

Providing crucial administrative and research support, Elisabeth is an invaluable part to all of the contracts we deliver. A qualified researcher and a strong multi-tasker with a job description that demands the highest level of organisational, presentational and

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communication skills, Elisabeth's administrative abilities ensure an efficient delivery of any project, which helps us to ultimately reduce the cost of each project we complete for our clients.

Delivery Consultants – Jo Draper and Ellen Farr

Jo and Ellen are two of WWRL's Senior Operations Associates; they fulfil many of our technical writing projects, client consultations and creative writing and editorials. In addition they arrange and support the delivery of the company functions, book launches, exhibitions and marketing events. With a responsibility for both our internal marketing activities and for the delivery of our larger scale projects, Ellen and Jo are well respected and trusted senior members of the WWRL team. Examples of work that they have recently completed include, qualitative consultations with children and young adults on the health and social care services available to the young in outer North East London, researched review of the provision of educational services in Essex, the management, design and delivery of a range of website and software server migrations, the consultation of young people on the educational tool provided by Mayden House, and the creative report writing and design of public facing documentation for a variety of audiences, including those with learning difficulties or disability-specific requirements.

5 Service Delivery (30%)

5.1 Describe how you would elicit the views of Parents/Carers within the targeted group in this consultation?

LIMIT 500 WORDS

In terms of ensuring that the questions required by Warwickshire Council are sufficiently responded to through this project, and to be confident that the final outcomes and findings of the consultation are robust, it is imperative that the true views of the parents / carers are captured, and that they are captured as fully as possible.

When undertaking previous pieces of work which have been heavily reliant on the contribution of adults who have learning disabilities, difficulties, physical disabilities or mental health needs, WWRL has found that by following a number of key principles, we are able to elicit accurate and robust opinions from all participants. These key principles are:

- Expand the questions originally stated so that there are at least two different questions that would elicit a viewpoint on a particular issue. This ensures that the stated views provided are not driven through a misinterpretation of the question.
- Ensure that each question is asked in such a way that it can be easily interpreted by the interviewee, or in such a way that the interviewee can relate to the question.
- Use a variety of different ways to ask the same questions to the same individuals. By repeating the same questions but

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through different communication channels, we have the assurance that the answers provided are valid and accurate, that the individual has understood the question, and that they have had sufficient opportunities to think about the responses they are providing. For example, questions could be asked in group settings, in one-on-one meetings and through written, Braille or audio questionnaires that could be completed online

- Ensure that the communication requirements of each unique individual is considered and discussed with the individual themselves or any health or social care professional who is involved in their care. Examples of individually tailored communication channels may be the use of Braille documentation, the use of Easy Read documentation, the use of visual documentation, the choice of one-on-one or group discussions, and the involvement of trusted care workers, family members or friends in the consultation process.

5.2 Describe how you would feedback the results of the consultation to the targeted Parents/Carers and others involved?

LIMIT 500 WORDS

In order to make the best use of the professional experience and advice available to WWRL, we would welcome and proactively seek the views of any health or social care workers involved in providing support to the parents/carers involved in the consultation on the individual tailoring of feedback, as appropriate. The ideas for generating feedback, as stated below, would therefore be amended where necessary, subject to the professional advice of these individuals, and to suit the independent requirements and preferences of the parents / carers involved in this consultation.

One of the most unique qualities of WWRL as a company that can successfully run and delivery consultations; is its internal skill and professional capacity and capabilities in writing and design. A large proportion of our workload relates to the writing, editorial, design and publication of documentation, for both the public and private sector. Within our consultation projects too, one of our greatest assets is the manner in which we can present feedback to a range of stakeholders. As a company we are accustomed to tailoring documentation to meet the needs of a range of stakeholders, including the general public, professionals involved in the consultation area, families, children of all ages, government or governing bodies, and individuals with learning difficulties, disabilities and mental health needs.

WWRL anticipates the provision of feedback in both a verbal and written manner. We would first provide verbal feedback to all key stakeholders in either a group or one-to-one setting, dependant on the preferences and circumstances of each individual parent / carer.

Written feedback is always considered to be important by WWRL, as

the receiver of the feedback has the opportunity to review the findings and outcomes at their own leisure, and can revisit them as required. A decision would be made, in conjunction with the stakeholders, relevant professionals and Warwickshire Council, as to whether written feedback was appropriate for parents / carers. If so, it is suggested that an A5 booklet be written, designed and published by WWRL to provide this feedback.

In the same way that we would tailor our consultation engagement to meet the individual requirements of the individuals, we would also tailor our feedback methods to meet personal accessibility requirements. Therefore, both verbal and written feedback could be produced visually, on audio CD, using Braille, using Easy Read guides, or with the support of a trusted interpreter.

5.4 Describe how you would present your final report and the date the report will be presented for sign off by the panel of Warwickshire County Council?

LIMIT 500 WORDS

The final report would be presented to Warwickshire Council in line with the deadline set; again, using both verbal and written communication channels.

WWRL would seek the view of Warwickshire Council in terms of how the verbal presentation is provided. It may be more appropriate for example to hold a series of one-to-one meetings with key stakeholders to discuss the findings and outcomes in this way, or it may be more appropriate to provide verbal feedback to a larger group of stakeholders, utilising a Powerpoint presentation as a visual aid, for example.

In addition, a full and inclusive written report would be provided for the Council. This would be structured in such a way as to:

- Cover and report back on each of the areas listed in the Outcomes aspect of the Service Specification
- Reflect the methodology used to gather the findings
- Reflect the methodology used to draw out recommendations
- Be visually stimulating to the reader
- Be logical and easy to navigate through, for ease of reference
- Have a sufficiently detailed Executive Summary to provide sufficient information for those who do not need / want to read the full document
- Provide information in both written and graphical manners to appeal to all types of readers
- Follow any corporate style guidelines, including instructions or preferences relating to the use or accreditation of Plain English Standards

6 Additional features or comments in support of your tender (5%)

Outline any additional features or contributions that would add value to your proposal, for example, creative ways if delivering the service, funding sources, existing working networks, economies, efficiencies.

LIMIT 500 WORDS

WWRL prides itself on its ability to engage and encourage the participation of others when completing consultations or projects on behalf of clients. Part of the reason for our ongoing success in this arena is the energy that the team collectively brings to each unique project undertaken, and the creative emphasis that the organisation puts on each piece of work completed. Fundamentally WWRL is a creative company; we work with individuals who have an ability to 'think outside of the box'; we work on projects that involve people, language, expression and design. These core talents mean that we have a unique ability to engage with a variety of audiences through fresh and fun mediums, that we can articulate our purposes, findings and outcomes in a positive and proactive manner, and that our written representation of outcomes is accessible, professional and individually tailored. Providing all of these talents and services in-house also ensures improved efficiencies and cost-effective delivery for our clients.

Alongside the experiences gained within the company through previous consultations and projects completed for clients, the team at WWRL is highly committed to expanding its knowledge base of contemporary practices, guidance and economies. We have a rigorous internal research process which ensures that our economic and market research is always up to date, particularly in relation to engagement strategy, best practice, and public sector requirements. We are also engaged in networks which add to our experience and knowledge base, such as the Public Sector Best Practice Group led through London, the small business consultation delivery group in Essex, and through joint working relationships with not for profit companies that work in health, such as MIND, BDP World, and the Basement Project.

7 Quantity/Reach (30%):

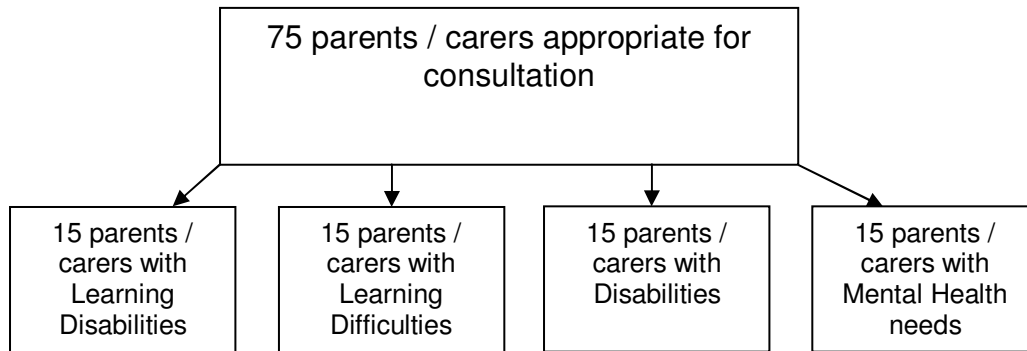
7.1 Please use this section to provide us the Quantity/Reach that your organisation will provide on the following:

- 1) The number of Parents/carers that will be consulted in the following groups:
 - a) Learning Disabilities
 - b) Learning Difficulties
 - c) Disability
 - d) Mental Health needs

LIMIT 500 WORDS

In order to ensure that the brief for this project could be robustly and comprehensively fulfilled, WWRL would ensure that a sufficiently sizable cross section of individuals was consulted with across the local authority area. It is anticipated that 15 parents / carers would be consulted with, across each of the groups stated above, and across all 5 of the districts within Warwickshire. This would lead to an anticipated figure of 75 individuals

consulted with across each of the 4 groups required.



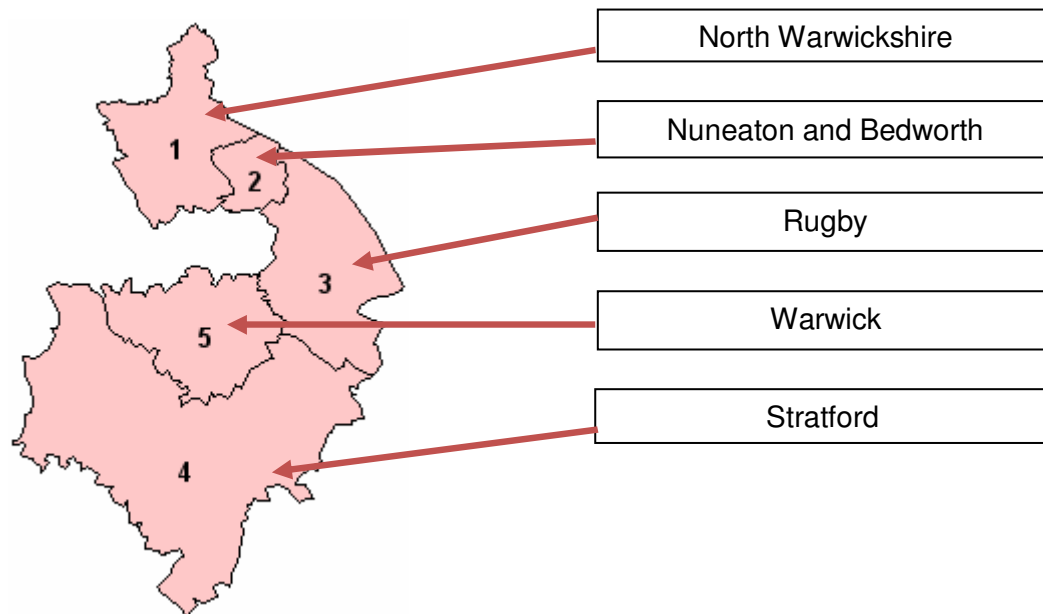
2) Please provide details of the geographical areas that the consultation will cover?

LIMIT 500 WORDS

The consultation will cover the entire local authority area.



All 5 districts of Warwickshire would be covered, and public health data sought from the Council, alongside externally available information researched by the WWRL team would help identify the appropriate individuals to be consulted with from each of these districts:

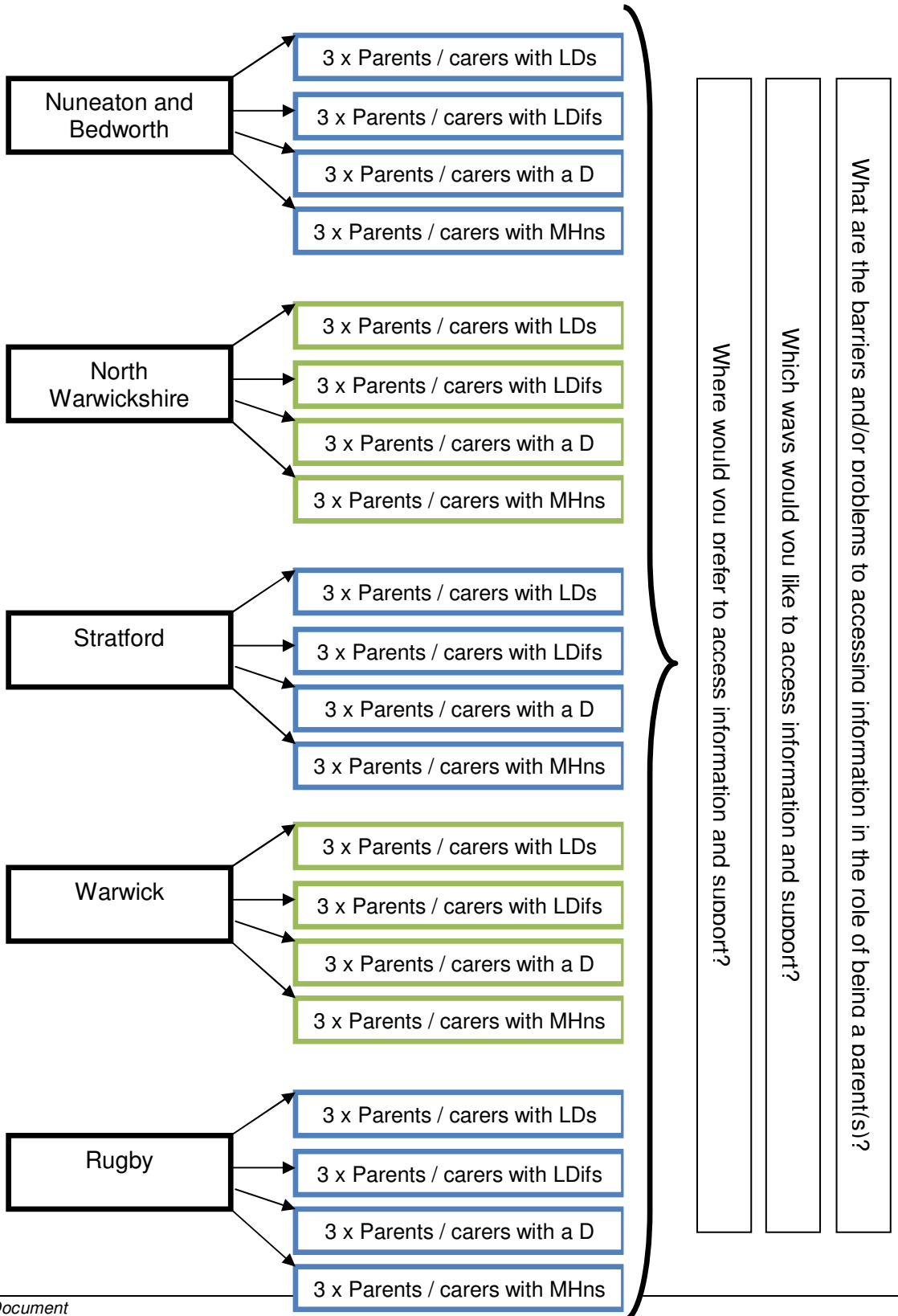


3) The minimum number of parents/carers consulted about:

a) Where would you prefer to access information and support?

LIMIT 500 WORDS

Each parent / carer within a specific group would be asked all of the questions required for this consultation, as per the service specification. The diagram below demonstrates the total number of individuals to be consulted with for each of the areas requested:



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Key

LDs = Learning Disabilities

LDifs = Learning Difficulties

D = Disability

MHNs = Mental Health needs

b) Which ways would you like to receive information and support?

LIMIT 500 WORDS

Please see diagram above

c) What are the barriers and/or problems to accessing information in the role of being a parent(s)?

LIMIT 500 WORDS

Please see diagram above

d) Would you as a parents/carer welcome more information or advice about the following:

- Healthy eating and Keeping fit
- Breastfeeding
- Smoking and Alcohol
- Drugs and Solvents
- Keeping your children safe
- Protecting your children online
- Emotions and Feelings
- Bullying
- Relationships
- Sexual matters, contraception and pregnancy
- Looking after children
- Meeting the cost of childcare
- Starting school
- Moving to junior or secondary school
- Access to Extended Services available through your child's school
- Child development and behaviour
- Dealing with difficult behaviour
- General parenting support
- Specialist parent support
- Managing money
- Financial help with being a parent(s)

LIMIT 1000 WORDS

As per the explanation provided in question 7.1 (3a), all parents / carers would be asked this question. As before, the diagram below depicts this:

