



**Consumer  
Focus**  
Campaigning for a fair deal

**Invitation to Tender**

**Date of Issue: 25 October 2012**

**Title: Theory of change models for community food initiatives working with older people**

## Introduction

This is a piece of research for Community Food and Health Scotland, a non departmental government agency currently hosted by Consumer Focus Scotland.



**community  
food and health**  
(scotland)

Community Food and health Scotland (CFHS) aims to ensure that everyone in Scotland has the opportunity, ability and confidence to access a healthy and acceptable diet for themselves, their families and their communities.

We do this by supporting work with and within low income communities that addresses health inequalities and barriers (availability, affordability, skills and culture) to healthy and affordable food.

Through our work we aim to support communities to identify these barriers, develop local responses to addressing the barriers, and highlight where actions at other levels, or in other sectors are required.

We value the experience, understanding, skills and knowledge within Scotland's community food initiatives and their unique contribution to developing and delivering policy and practice at all levels.

### Policy context for work involving older people around food, health and wellbeing

The importance of food to the health and wellbeing of older people living at home in the community is recognised in a range of Scottish Policy documents – All our Futures: Planning for a Scotland with an Ageing Population (2007), Healthy Eating, Active Living: An action plan to improve diet, increase physical activity and tackle obesity (2008 -2011) and Recipe for Success – Scotland's National Food and Drink Policy 2009.

Reshaping care for older people - A programme for change 2011 – 2021, outlines two of the specific outcomes that partners are looking to achieve by 2021 as the development of 'services focused on prevention, maintenance of independence, recovery, rehabilitation and re-ablement' and for 'community support for older people to be enlisted and mobilised, through volunteering community enterprises and care co-operatives' and commits to 'continue to develop approaches to support healthy ageing

In December 2009, the Scottish Government published a literature review summarising the nutritional needs, barriers to and possible interventions to improve nutrition of older people living in the community. [Research Findings 92/2009](#).

This identified a number of barriers that can get in the way of older people living in the community eating well. Issues around social isolation, grief and other mental health factors, chronic illness and disability, the impact of medication, food safety issues, access to food and lack of nutrition knowledge/ education are covered. These echo the four key obstacles that in CFHS's experience, community-based food initiatives seek to address –

- Availability – increasing access to food of an acceptable quality and cost
- Affordability – tackling not only the cost of shopping but also of getting to the shops
- Skills – improving confidence and skills in cooking and shopping
- Culture – overcoming ingrained habits

## A focus on food and older people

Scotland has a strong tradition of community food initiatives –in which older people have always engaged both as providers as well as recipients of services. Many of these are located within low income communities.

CFHS has developed a strand of work focusing on community food initiatives involving older people. This has included a series of studies/ events:

- A survey in 2009 by Community First Moray into the issues older people reported in relation to food access [Moray Older People's Survey on Food and Related Issues](#)
- A networking event for community food initiatives to share good practice and learning in relation to supporting older people in their communities to eat well in 2010. [Notes of the meeting](#)
- A Round table discussion jointly hosted with Consumer Focus looking at food services for older people in the community. [Notes from the roundtable discussion](#)
- Independent research jointly commissioned with Consumer Focus Scotland and funded by the Scottish Government, into food services for older people in the community. This provided the basis for the report [Meals and Messages](#) which was published in June 2011 and includes case studies prepared by three community organisations.
- Publication of a series of case studies of lunch clubs across different communities in Scotland looking at the range of models being used [A bite and a blether](#)

In addition, funding has been provided to a number of organisations to support the development of their work involving older people. This has included support in the early stages for the national roll out of The Food Train in Scotland, support to organisations to pilot new activities and more recently micro funding to 20 organisations to develop work involving older people around food health and well being. A learning/ networking event recently brought together some of the learning from these different projects.

This work has generated a wealth of information about the role community food projects can play in supporting older people to eat well. Projects also describe a range of outcomes in relation to increased social networks and reduced social isolation, improved well being and overall quality of life, supporting independence , increased opportunities for volunteering, support for carers and building social capital.

## What is the issue we need addressed

Despite a greater policy focus on preventative services and initiatives such as the Change Fund designed to support a radical shift in service models, community food projects are very low priority in terms of investment. Indeed in many areas improving food access for older people is still not seen to be a priority, and many funders often find it hard to understand what community food initiatives are trying to do. The result of this is often fragile community food initiatives, operating in an increasingly complex arena, that rely on

intermittent short term funding to survive. This in turn can have an impact on their ability to secure longer term support

We believe that it would be useful to develop a “theory of change” model to help articulate the logic underpinning the work of community food initiatives with older people. Exploring the assumptions behind their work, the steps that are involved in making this change happen and the way in which they potentially contribute across the range of local and national outcomes.

This piece of work will look to develop a ‘theory of change’ model which will be available for projects to draw on in planning, developing and subsequently reporting on their work.

### **Purpose of the work**

We want to produce a model of the ‘theory of change’ underpinning the work of community food initiatives working with older people in Scotland. This will lay out the rationale that informs different initiatives and provide a model that can be a useful starting point for organisations looking to describe the change they are looking to make.

The material produced will be used as part of a range of materials, including evidence in relation to preventative spend, that CFHS will produce. These will be available for organisations to use when planning and developing their work. They will also be used to highlight the contribution that community food initiatives might make to the wider reshaping care agenda with service planners and commissioners.

### **Scope**

It is anticipated that the work will draw on recognised models of ‘theory of change’ and other relevant literature. It will draw on material produced by CFHS in relation to work involving older people and other relevant initiatives.

The primary source of information will be input from a range of community food initiatives located across Scotland. This could be gained from interviews or focus groups with those in the sector, across a range of initiatives and scale of operation. It is anticipated that the work will involve contact with 6- 8 different projects.

### **Output**

The output is expected to be a short report on the work undertaken together with a ‘ready for use’ model which has been tested with organisations in the field. The final model may include a number of different variations. The materials will identify and reference sources of information used.

It is anticipated that the work will be completed and submitted by 18 February 2013.

### **Budget**

There will be a budget in the region of £5000 inclusive of VAT for this contract.

## Form of proposal

The proposal should clearly indicate:

- how you would go about this work
- examples of similar work you have completed
- the relevant skills of those undertaking the work
- how you would mitigate risk, to ensure the work is completed to a high standard
- your understanding of our needs and sector

Proposals should be presented in plain English, on no more than six sides of A4, including appendices. They can be submitted in e-mail format.

The deadline for submission of proposals is 12.00 Monday 19 November 2012.

## Decision making

It is anticipated that the decision on who to award the contract to will be made on the basis of the written submissions. The decision will be made by the main contact and another member of CFHS staff within a week of the date of submission.

The successful contractor will be invited to attend an inception meeting on 27 November 2012.

Timetable at a glance	Date
Issue Invitation to Tender	29 October 2012
Tender responses received	19 November 2012
Evaluation of responses from bidders	22 November 2012
Contract award	23 November 2012
Contract commences	27 November 2012
Work completed and submitted	18 February 2013

The successful contractor will be issued a contract under the standard Consumer Focus terms and conditions see Appendix for details.

## Main contact

The main contact and lead for this piece of work within CFHS will be Sue Rawcliffe

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