

## Terms of Reference: Health and care audience mapping

Engage Britain is seeking one or more consultants to support our audience mapping and engagement strategies for our national conversation on health and care. We are looking for people who have successful previous experience of engaging with frontline staff, heavy service users and/or service providers in Scotland, Wales or England. By doing two- to three-days' work for our charity, you will be helping us put people at the heart of policy development on health and social care.

### Background

Engage Britain will launch a national conversation to put people at the heart of policy development on health and social care early next year. We will engage tens of thousands of people living in Britain on how to ensure everyone gets the health and care they need, and how this should be funded.

The project will start with conversations taking place in communities across England, Scotland and Wales, and with frontline staff, heavy service users and service providers. We will offer support to enable people to host conversations in their community. Through these, we will hear from people who are rarely part of the policymaking process on what matters to them about health and care.

A key success factor in our engagements on health and care will be having a strong feel for the range of groups that may want to take part and how to best engage those groups. While knowledge of health and care policy will be provided by partners, a fundamental understanding of the audiences we could engage with is required before we launch. Engage Britain is therefore looking for the right people to support our national conversation on health and care audience mapping and engagement strategies.

### Objectives

The objectives of these short-term consultancy roles are to make Engage Britain's engagements on health and social care in England, Scotland and Wales successful by:

- Expanding our understanding of groups that may want to engage in a national conversation on health and care, focused on frontline staff, heavy service users and service providers.
- Identifying why the national conversation might be of interest to each group and how we can best initiate engagement with them.

### Scope of Work

Engage Britain requires mapping to be carried out for England, Scotland and Wales. In each nation, we are interested in audience mapping of health and care frontline staff, heavy service users and/or service providers. We do not expect consultants to map everyone in these audience groups but contribute insights that when combined will enable us to reach a significant number of people in each group in each nation.

Engage Britain requires each consultant to undertake the following activities:

1. Assess and propose additions to the existing list of organisations that could provide a way of engaging with the audiences you bring expertise on (that could e.g. be care home workers and personal assistants in Wales). We will share our list of existing contacts with the successful consultants;
2. Propose ways of engaging with the audiences you bring expertise on, including but not limited to identifying a previously successful process;
3. Identify which organisations and influential individuals should be our highest priority to engage with the audiences you bring expertise on, where and how they engage with their wider communities, and how contact can be initiated; and
4. Recommend why the national conversation might be of interest to these individuals or organisations, as well as any further information that is likely to make an outreach successful.

To successfully complete this work, the consultant will require access to a computer with an internet connection; Engage Britain will not be able to provide this. No travel will be necessary to complete the work.

## Product

The insights generated should be communicated in writing to Engage Britain's staff. The precise format for the write-up will be determined in discussion with the selected consultant(s). Each consultant should also cost for four hours of meeting time with Engage Britain's staff to discuss the findings.

## Experience and Qualifications

To successfully complete this work, we expect the consultants to already be well networked with one or more audiences listed under 'Scope of Work'. We believe that you will also have successful previous experience of engaging with one or more of these audiences, ideally aimed at supporting these audiences to take action of some form.

## Consultancy Period

This is a short-term consultancy role that we expect will require 16 to 24 hours of work in total from each consultant, depending on the number of audiences you can cover and the size of those audiences. We are flexible on work times incl. meeting times and can work around any other work or caring responsibilities you may have. The work must be completed in full by mid-December 2020.

## Expressions of Interests

Expressions of interest should be made by **9.00am GMT Monday 9 November 2020**.

To make your expression of interest, please fill in this short online form: <http://bit.ly/engagebritain>

Please note that Engage Britain may require documentation to support any claims made in your expression of interest (including professional references) ahead of making an appointment, so please have such documentation prepared when applying.

Assessments of expressions of interests will be made on an ongoing basis.

If you have any questions ahead of applying, or problems with accessing the form, please contact our project manager Lovisa Moller ([lovisa.moller@engagebritain.org](mailto:lovisa.moller@engagebritain.org), 020 3031 8190).



## About Engage Britain

Engage Britain is a new charity focused on bringing people together from across the country to find ways forward on some of the biggest challenges we face. It will put people at the heart of policy development, ensuring that those who are affected by policies can contribute their knowledge and experiences to its creation.

Engage Britain will work with people with different views and experiences so they can use these differences to generate ideas that will create positive change. These ideas will then be tested, discussed and re-tested, until everyone is confident that they will make a difference and lead to imaginative, practical and radical answers to the problems our country faces.

For more information on Engage Britain, please visit: <https://engagebritain.org/>