

**“Cost Effectiveness of Loneliness Interventions” Project – Invitation to Tender**

**Project in brief:** To develop a synthesis report of existing methods of calculating the cost effectiveness of interventions and the creation of a cost effectiveness of interventions tool kit and guidance.

**Background to this project:** Feeling lonely has negative consequences for our health and wellbeing. There are many different types of interventions available that try to address loneliness but there is currently a lack of evidence around which interventions for loneliness are effective. Furthermore, we now have a better handle on the cost of loneliness to the health and social care system through work done by Health Economists at the LSE. The CEL is currently working closely with the LSE and Social Finance to help them publicise their new work on the cost of loneliness. When the Campaign conducted its research scoping exercise we found that in addition to the work on the cost of loneliness, there is also a need to place economic values on the cost of interventions to help make the case for the cost effectiveness of the interventions. It would therefore be helpful to know how we can prove an intervention into loneliness would help to save money.

There exist a number of methodologies that seek to answer that question. In the report prepared for the Campaign in 2013 ‘How can we ascertain the true costs of loneliness’, the author highlights four types of economic evaluations in health research: Cost analysis (CA), Cost-benefit analysis (CBA), Cost-effectiveness analysis (CEA) and Cost-utility analysis (CUA). In addition there are other methods such as Social Return on Investment (SROI) that have been run on interventions.

A number of existing projects have run these analyses and the reports are published largely in grey literature such as project evaluations. The Campaign would find it beneficial to have these studies highlighted and analysed to see which methodologies have been used on loneliness interventions and a summary of the methodologies and findings collated. The initial findings will be published in a summary report.

In addition to a summary report, it was noted that people in the Learning Network would benefit from having more advice, following on from the measurement project, on how to run cost benefit analyses of their programmes and to show the cost effectiveness of their interventions. As such, we would like to develop a tool kit and guidance about how to show the cost effectiveness of a loneliness intervention. This tool kit and guidance would be built upon the research conducted in the first phase of the project.

When we asked Learning Network members why they would like help with showing the cost-effectiveness of their interventions they answered:  *‘Cost implications are always a key factor in securing funding,’* and *‘ The cost of and the cost-benefit analysis of loneliness interventions is obviously essential in order to garner public support and secure sufficient funding.’*

**Project outline:**

We propose to approach this stream of work by developing these two outputs in two phases:

1. Conduct a **research review** into the cost effectiveness of loneliness intervention work that has already been done. (To date, some loneliness interventions have had analysis to evaluate their cost effectiveness, but it has not yet been compared across a number of projects.) Produce a **report** summarising the options available and outlining the case studies where cost effectiveness has been calculated during a project evaluation.
2. Create a **tool kit and guidance** which outlines the best method for showing the cost-effectiveness of an intervention and guidance about how this is done. This should also include advice for people funding interventions to understand what is possible in terms of cost benefit analyses. These resources will be developed by sourcing and collating existing examples, translating research and creating a tool kit outlining the methodology.

We are seeking a consultant to oversee the two strands to this project. This will involve researching existing cost effectiveness models and reporting on these and then designing the new guidance and resources based on these findings.

**Aims of the project:**

* To support frontline services to better understand cost effectiveness methodologies
* To understand the ways in which cost effectiveness has been calculated for existing interventions
* Encourage service providers to perform cost effectiveness calculations using the tool kit provided
* Help commissioners to understand what they can look for from bids regarding the cost effectiveness of interventions

**Activities and timescales:** This project is on a tight schedule will run over approximately 8 months and will be done in two phases. The first is to produce the report and the second to develop the guidance and tools. Suggested timescales are:

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| **Task** | **Date** |
| Kick-off meeting(s) with Campaign to End Loneliness team to design and agree project activities and timescales | Beginning of February 2017 |
| Phase 1 | |
| Research cost effectiveness of intervention methodologies and draft report including case studies of interventions that have used these methodologies | February- May 2017 |
| First draft report on cost effectiveness methodologies and case studies | 1st May 2017 |
| Finalise report | 1st of June 2017 |
| Report launch at Annual conference | 21 June 2017 |
| Phase 2 | |
| Developing the guidance and tools | May- August 2017 |
| 1st draft of guidance and tools | 31 July 2017 |
| Testing of cost effectiveness tools and final development of guidance and tool | August 2017 |
| Final draft of guidance and tools due | 31 August 2017 |
| Launch of guidance and tools | September 2017 |

**Who are we looking for?** This project requires working across health economics but also some knowledge of service provision and how the economic information relates to service delivery.

* Experience performing economic analyses of services would be desirable.
* Experience translating research into policy and practice
* Experience summarising complex methodologies and communicating them to new audiences clearly and comprehensively
* Experience creating a tool kit and guidance desired
* Experience with SROI and other cost-effectiveness methodologies desirable

**Related documents:** In order to get a sense for the type of format and content of previous Campaign reports and guidance please see:

* *The Missing Million: A Practical Guide to Identifying and Talking About Loneliness*
* *Promising Approaches to addressing loneliness and isolation in later life*
* *Measuring your Impact on Loneliness in Later Life*

**Tender requirements:**

Tenders should consist of a proposal document that aims to provide the following details:

* Details of the proposed approach to drafting the report
* Details of the proposed approach to creating the tool and guidance
* Relevant information about the organisation
* The names and relevant experience of staff members involved and their CVs
* Staff time commitment to the project (in days)
* Timetable
* Detailed project budget

If you have any questions about the brief, please call Kellie Payne on 020 7012 1409. Please submit an electronic copy of your tender submission to [kellie@campaigntoendloneliness.org.uk](mailto:kellie@campaigntoendloneliness.org.uk) by **7 February 2016.**

| **Key Actions** | **Dates** |
| --- | --- |
| Issue of Invitation to Tender | 18 January 2017 |
| Tender Return Deadline | 7 February 2017 |
| Review/evaluation of tenders | 8 February |
| Contract Award | 10 February |
| Contract Work Commencement Date | Week commencing 13 February |

**About the Campaign to End Loneliness:** The Campaign to End Loneliness inspires thousands of people and organisations to do more to tackle loneliness in older age. We are a network of national, regional and local organisations and people working through community action, good practice, research and policy to create the right conditions to reduce loneliness in later life.

We were launched in 2011, are led by five partner organisations, Age UK Oxfordshire, Independent Age, Manchester City Council, Royal Voluntary Service and Sense, and work alongside more than 2,000 supporters, all tackling loneliness in older age. Our work is funded by the Calouste Gulbenkian Foundation, the Esmée Fairbairn Foundation, the John Ellerman Foundation and the Tudor Trust.

[www.campaigntoendloneliness.org.uk](http://www.campaigntoendloneliness.org.uk)

