

TALKING HEALTH TAKING ACTION IS SEEKING SUPPORT TO DEVELOP A 3-YEAR BUSINESS PLAN

January 2019

1. Project Background and Description

- i** *Talking Health Taking Action (THTA) is a small not-for-profit company (limited by guarantee), which was incorporated in 2012. Without the aid of any government or grant funding it has established itself as the 'one-stop-shop' for self-management capacity building support for providers of SMRC (previously Stanford University) self-management interventions. The aim of this project is to support the directors of THTA to develop a plan to consolidate and grow the business so that it remains a sustainable and independent entity.*

2. Project Scope

- i** *The directors of THTA developed two draft business plans 2014 – 17 and 2016 – 19 (the latter in support of an aborted application for VCSE funding). The organisation has achieved many of the objectives set out in the business plans and the directors consider the time is right to contemplate diversification of the business; in view of changes to the market for self-management support and potential future opportunities.*

The directors are seeking to commission an individual to work with them to create a business plan for 2019 – 2022 which will entail:

- o A review of the company's vision, purpose and values*
- o Analysis of the future market for self-management support*
- o Stakeholder needs assessment (methodology to be recommended by the consultant)*
- o Production of a new 3-year business plan which will include a detailed marketing strategy and marketing objectives*

3. Deliverables

- i** *A fully costed business plan that will enable THTA to remain financially sustainable up to 2022 and beyond.*

4. Invitation to submit proposal

- i** *Please submit no more than 2-sides of A4 setting out your fully costed proposal including how you will work with the directors of THTA to produce the 2019 - 2022 business plan within the timeline set out below. Please feel free to propose your recommended approach if it differs from that contained within the above project scope and we would love to hear about your previous experience.*

5. High-Level Timeline/Schedule

- i** *1. Deadline for invitation to submit a proposal – 31 January 2019*
- 2. Proposal to be submitted to jane@talkinghealth.org*
- 3. Director's appoint consultant – Mid February 2019*
- 4. Business plan launched – 30 April 2019*