

#iwill Youth Social Action Fund

Terms of Reference for the Final Evaluation

Executive Summary

Comic Relief is seeking a consultant(s) to conduct the final evaluation of the UK #iwill Youth Social Action Fund, a programme co-funded with the #iwill Fund. The budget for this work is 18,000 GBP, including VAT but excluding expenses, and all tenders must be submitted by 9am (BST) Monday 26th April.

Background

Comic Relief partnered with the [#iwill Fund](#) in 2017 to create a £2.4 million fund to provide opportunities for young people to participate in social action. The #iwill Fund was originally created through an investment of £20 million each from The National Lottery Community Fund and the Department for Digital, Culture, Media and Sport, and it works alongside the #iwill campaign to get six out of 10 young people involved in social action by 2020. The #iwill Fund partners with several other match funders to create a series of smaller funds, of which the #iwill Youth Social Action Fund is one.

The #iwill Youth Social Action Fund was co-produced with young people, championing peer to peer engagement and the importance of trust building. This initiative aimed to fund projects to encourage those from lower socio-economic communities to participate in and lead youth social action. The young people who helped us co-develop this initiative expected youth social action to be developed, led, and managed by young people, and were most interested in activities focused on mental health, homelessness, LGBTQ+ communities and young people who are or have been looked after.

Projects funded and programme purpose

Analysis of Ipsos Mori data by [Step Up To Serve](#) who coordinated the #iwill campaign, highlighted that some young people were underrepresented in social action activities. This included young people who were more likely to come from lower socio-economic circumstances, who were generally unaffiliated with faith groups and who were more likely to be boys. The #iwill Youth Social Action Fund aimed to help provide opportunities for young people in areas of high need and deprivation, and where there were minimal services or activities available for young people, but aside from that programme outcomes were left open, and funded partners were supported to work towards a set of individually defined project outcomes.

Since 2017 we have supported 16 organisations across the UK. Of these 16, 11 also received additional funding for project extensions. As of April 2021, 14 organisations still have live grants under this programme and all grants finish at different times between April and September 2021. We would like to extend the opportunity to participate in the evaluation to all 16 organisations. Please see Annex 1 for a full list of our funded partners on this programme.

Funded partners use a range of tools to engage with young people who may not usually participate in social action. These include sport, theatre and visual arts as well as volunteering, peer to peer mentoring and campaigning. Young people are supported in a variety of ways to develop and lead projects within their communities, as well as being supported to define what community means to them.

Evaluation Purpose and Intended Audience

The purpose of the evaluation is to identify and analyse the outcomes of the #iwill Youth Social Action Fund programme and the difference funded projects made to the young people who shaped them. One of the purposes of the evaluation

will be to help funded partners understand how best to engage young people from underrepresented groups in social action and what types of social action helped them best achieve the outcomes they defined for young people themselves. Comic Relief wishes to involve young people in talking about their experiences of being involved with the programme and help them understand the impact of their experiences.

The evaluation report, the stories and case studies emerging will be shared with the #iwill Fund and its public; with partners, their young people and local stakeholders, both online and at relevant events; and more broadly with the wider sector.

Evaluation Rationale and Learning Questions

Comic Relief, the #iwill Fund and their partners are driven by the desire to learn how to effectively ensure that young people who may not usually participate in this type of activity are able to not just effectively participate in, but also lead social action.

Funded partners worked deliberately to engage young people who were typically underrepresented in social action, often using social action as a model for the first time. Most of the funded partners had existing relationships with the young people we were trying to reach, so the main focus will be on understanding how best these (and similar) organisations can use social action as a tool to support the development of young people, rather than how organisations who are already expert in social action, can reach young people from underrepresented groups.

An initial set of indicative questions for the review are below. We would welcome working with the selected evaluation team to refine and expand on these as part of the inception phase of the evaluation.

- a) Which strategies were the most successful at engaging underrepresented young people in social action?
- b) From their perspective, what was the experience of young people involved in the programme? How do they believe this programme has impacted upon them and others?
- c) Has this model had a lasting impact on the funded partner's plans to engage these young people in future? If so, how?

Methods and Scope of Work

In light of the current COVID-19 pandemic, we recognise that it will not be possible to make this review as participatory as we originally were planning to do. Therefore, we expect the consultant(s) to conduct a mostly remote review of the projects that have been funded under this programme.

Comic Relief's approach to learning is centred on our partners' needs and their understanding of the context in which they work. The design of MEL plans is underpinned by our principles of:

- collaboration and participation;
- be accessible and pragmatic, and;
- focused on learning that is actually used.

We expect the suggested methodology to be reflective of the current situation and ensure that none of our partners and their end users are put at any risk at any time. Therefore, we expect the consultant(s) to include a scoping stage as part of the inception phase, in order to validate with funded partners the feasibility of the approach in terms of capacity of staff, access to digital tools and ability to reach the target group. Although we expect most of the work to be desk-based (e.g. reviewing reports produced by funded partners, internal monitoring data and relevant case studies; conduct key informant interviews online etc) we welcome applicants to suggest participatory approaches that they have tested before, that could be delivered safely in person or online (subject to acceptance from funded partners and social distancing rules enforced by government) with the intent of ensuring that both organisations and target groups can

actively contribute to the evaluation. We would welcome creative suggestions of how to successfully run participatory sessions remotely.

Evaluation Principles and Values

1. **Adhering to Comic Relief's Safeguarding Framework¹** - The safety and well-being of everyone connected with our work is of paramount importance to us. Therefore, the consultant(s) will need to demonstrate how they have considered the protection of participants throughout the evaluation. This includes any recruitment and training of any research staff, data collection, analysis and report writing.
2. **Participation** – The consultant(s) will need to ensure that various stakeholders participate in the evaluation process in order to ensure the findings reflect the different interests and needs of the partners involved.
3. **Gender Mainstreaming** – Where necessary, the lead consultant(s) will need to ensure that the evaluation team is gender balanced ensuring that females are available to interact with female project participants and vice versa.

The consultant(s) will also need to take into account principles of impartiality, respect for people, transparency, privacy, accountability and professional objectivity throughout the evaluation process.

Proposed approach and timeline

We expect this piece of work to be conducted between May-August 2021.

Comic Relief welcomes creative approaches to whole evaluation, specifically the final product, so please see the Reporting and Feedback section below as one possible approach, rather than definitive guide:

Phase	Deliverables	Indicative Timeframe
Inception	<ul style="list-style-type: none"> • Kick-off meeting with Comic Relief • Inception report which will serve as an agreement between the two parties on how the evaluation will be conducted. This will expand on the participatory approach in the Proposal, the team's understanding of the evaluation questions, information sources, research methodology, draft data collection tools, workplan, proposal for feedback and learning and detailed budget 	May 2021
Evaluation	<ul style="list-style-type: none"> • Review qualitative and quantitative data available, supplemented by further participatory approaches including interviews, workshops etc 	May-July 2021
Reporting and Feedback	<ul style="list-style-type: none"> • A draft report/product for review and feedback from Comic Relief • Design and facilitate a Feedback and Learning session (or similar) with funded partners to communicate findings • Resources produced from the feedback and learning session • Final evaluation report or product responding to feedback from Comic Relief and funded partners: • If the chosen approach includes a report as the final product, we would expect it to include: <ul style="list-style-type: none"> o Executive summary o Programme description o Evaluation purpose o Evaluation methodology o Findings o Conclusions (answers to the Evaluation Questions) 	July-August 2021

	<ul style="list-style-type: none"> o Recommendations o Annexes (list of people interviewed, key documents consulted, data collection instruments) • A post-evaluation debrief with Comic Relief 	
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Evaluation Management

The consultant(s) will work closely with Lydia Levy, Evidence and Learning Manager at Comic Relief, and Catherine Hobbs, Portfolio Manager for the programme. The consultant(s) will be provided with a project information package of key documentation for review funded partners' applications, annual and final reports and final evaluations; case studies). Both parties will be available for questions and discussions throughout the consultancy.

Budget

The budget for this piece of work is **GBP 18,000 which must include any VAT** where applicable. Expenses for travel and other costs will be agreed with Comic Relief and can be claimed separately against receipts. Value for money will be considered when analysing the tenders, however this does not mean we are looking for proposals to come in under budget.

Evaluator profile and competencies

ESSENTIAL

- Sound and proven experience in conducting evaluations for UK based youth programmes;
- Sound and proven experience in managing youth participation in evaluation work, with extensive experience in at least one participatory approach;
- Expertise in managing safeguarding when working with young people;
- Significant expertise in Monitoring, Evaluation and Learning;
- Ability to clearly communicate accessible findings and recommendations to a variety of audiences and stakeholders, i.e. without using jargon;
- Experience in facilitating learning and participatory processes to validate and integrate research findings into actions;

DESIRABLE

- Experience conducting evaluation activities remotely;
- Experience in facilitating workshops and other learning activities online;
- Understanding of youth social action.
- Experience of a range of participatory evaluation techniques

The selected evaluator will be expected to read and comply with Comic Relief's [Safeguarding Framework](#) and [Code of Conduct](#).

Shortlisting Specifications

Tenders will need to include six pages of A4 max plus Annexes (outlined below):

1. Experience in this area and examples of other similar work undertaken;
2. A description of the suggested approach and methodology. We are open to a range of participatory approaches and would encourage creative solutions to the challenges posed by ongoing Covid-19 restrictions. We are also particularly interested in understanding how your approach will benefit the young people the programme has worked with;
3. Team composition, roles and responsibilities;
4. A quality assurance plan that sets out the systems and processes for quality assuring the evaluation process and deliverables of the project, from start to finish. This plan should include any ethical considerations including safeguarding, the proposed approaches to piloting of all activities; logistical and management planning; quality control etc.;
5. A summary of how you will involve young people whilst also aligning with Covid-19 restrictions and any previous experience of delivering engaging online sessions;
6. The name and contact details for two independent referees.
 - a. A brief description of your relationship with them/the work you carried out and when
 - b. Name, job title, organisation, email address and telephone number
 - c. Please request permission from your referees before you send us your proposal
 - d. We will not contact your referees unless we intend to contract you/your team

Annexes should include:

1. A budget for the work including any overheads/management costs, daily rate for all staff involved in the project (including sub-contractors) etc. including figures for expenses and VAT where appropriate. Please demarcate fees (e.g. daily rate) from other related expenses.
2. A breakdown of the expected allocation of days, including key milestones and accompanying timeline;
3. CVs of relevant team members (max. 2 pages per person);
4. Two examples of relevant, previous work by the applicant (ideally previous evaluations of a comparable nature/scale).
5. Any other relevant information

Comic Relief, at its sole discretion will select the successful proposal and shall be free to:

- Accept the whole, or part only, of any submission
- Accept none of the proposals
- Republish this Request for proposals

APPLICATION PROCESS

Tenders must be submitted by 9am (UK time) on **Monday 26th April 2021** to I.levy@comicrelief.com with the subject “#iwill Youth Social Action Fund Evaluation”. Any applications received after this time will not be considered.

Shortlisted applicants will be invited to discuss their proposals in more detail between 4th-7th May 2021.

It is the responsibility of the applicant to ensure that their application is complete and meets the requirements laid out in this Terms of Reference. Failure to comply may lead to your proposal being rejected. Please ensure that you read and fully understand the requirements of this consultancy.

Processing your data

Please let us know if you would like us to keep your personal details in our database for future reference. We will process your personal data according to the UK data protection law (the General Data Protection Regulation). If you want to know more about how we will use it, please refer to our [Privacy Notice](#) on our website.

Annex 1: Full List of Projects Funded

Organisation	Title	Focus	Duration	End date	Location
Streetlife	#famsquad	Supports young homeless people in Blackpool to undertake social action, such as raising awareness of homelessness, establishing a young people's homelessness forum, local community and work towards their Duke of Edinburgh Award.	3 years, 11 months	Sept 2021	North West, Blackpool
Sutton Coldfield Young Men's Christian Association	Virtually Minded	Supports young men in North Birmingham to engage in social action and explore male mental health through detached youth work and engagement with comic book art.	4 years	Oct 2021	West Midlands, North Birmingham
Positive Youth Foundation	Head Positive/ Team Up	Supports young people, with an emphasis on those less likely to engage such as looked after or newly arrived young people. Young person-led social action groups support the improvement of mental health and well-being of young people living in the deprived wards of inner-city Coventry through developing local activities.	4 years	Oct 2021	West Midlands, Coventry
North Tyneside Carers Centre	Young Carers Social Action/ Experts by Experience	Supports young carers in North Tyneside to identify areas of their lives that need change and develop and lead creative social action projects to make that change happen. The project will give them more of a voice, improve awareness, improve access to services and change the way professionals engage with them.	3 years, 7 months	May 2021	North East, North Tyneside
Stonewall Equality Ltd	Reaching Further Into Communities: Supporting LGBT Young People to Engage in Social Action	This project will support British LGBT young people who are BAME, disabled, and/or trans to lead youth social action within their communities. These young people may previously not have felt able to participate in youth social action or understood how they can lead and own social action. Supported by Stonewall, young LGBT participants will design and deliver campaigns	3.5 years	April 2021	UK wide

		that will help create lasting change across the country.			
Small Green Shoots	Fundamentals	This project works in areas of high deprivation with young people who are not in employment, education or further training. Using creative arts to encourage engagement, the project creates opportunities for young people from disadvantaged backgrounds to take part in youth social action focused primarily on mental health.	4 years	Oct 2021	London
Leonard Cheshire Disability	Can Do Southampton	The Can-Do Project in Southampton will support disabled young people aged between 10 & 20 to participate in community-based volunteering activities, which will build their confidence, increase their skillset & improve networks between young people and their communities/peers.	3 years, 11 months	Sept 2021	South East, Southampton
Cardboard Citizens	Citz Young Storytellers	Citz Young Story-Tellers is led by young people for young people. A unique, arts-based approach is designed to ensure disengaged and disadvantaged young people's stories are heard & valued, enhancing their long-term independence, confidence & progression as social activists.	3 years, 8 months	June 2021	London
YMCA East Surrey	WAVES/Meet and Eat	YMCA East Surrey support young people to manage their mental health as well as empowering and equipping them to become mental health champions.	4 years	Oct 2021	South East, Surrey
Build Up Foundation	Build Up London	Working with young people aged 10-14 years across in London the project will build large structures on Adventure Playground and play sites. Working from design through to construction, young people will gain confidence and develop resilience as well as gain valuable leadership and construction skills and experiences.	3 years, 11 months	Sept 2021	London
BIGKID Foundation	Boys' Football Programme	The Boys Football Programme works with young people aged 11-18 years old in Lambeth,	3 years, 5 months	Jan 2021	London

		supporting young people to take on volunteer roles and lead social action projects based around community cohesion.			
Creative Youth Network	Creative Changers	Young people in Bristol are supported to use the creative arts to develop youth social action projects that reflect youth issues and opinions.	3 years, 8 months	June 2021	South West, Bristol
Community Recording Studios	Windmills/ Weall	The project works with young people aged 10-20 years living in St Anne's to create a Hip-Hopera using hip-hop, rap and the spoken word to help raise awareness of mental health through discussion and information sharing it will help young people to better manage their mental health experiences.	3 years, 8 months	June 2021	East Midlands, Nottingham
Voices From Care	Join Our Voice/ Lived Experience Leading to Change	The project supports young person-organised events across Wales to engage care-experienced young people who have no previous involvement in social action. Once engaged, young people join social action campaigns and participation groups aiming to improve services for care-experienced young people.	3 years, 9 months	July 2021	Wales, Cardiff
Hot Chocolate Trust	Young Activists	Supports young people to convert their ideas for positive change into action, locally and nationally. Young people jointly design, implement and manage the Young Activists project, growing in self-worth, hope & skills & agency in the world and increasing their belief that they can bring about positive change	3 years, 9 months	July 2021	Scotland, Dundee
Medrwn Môn	#iwill Anglesey	Supports young people through a partnership between Medrwn Môn & Digartref Ynys Môn that aims to create opportunities for young people who have experienced homelessness to take part in training and community events. They will be supported to use their experiences to help influence and improve services.	3 years, 8 months	June 2021	Wales, Anglesey