

Invitation to Tender:

#NotWithoutMe: Digital Inclusion Evaluation

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1. Introduction

Carnegie UK Trust (CUKT)

The Carnegie UK Trust works to improve the lives of people throughout the UK and Ireland, by changing minds through influencing policy, and by changing lives through innovative practice and partnership work. With a remit in our Trust Deed and Royal Charter to address the wellbeing of people throughout the UK and the Republic of Ireland, we are one of over twenty foundations worldwide set up in the early twentieth century by Andrew Carnegie, the Scots-American philanthropist.

One of the four core pillars of work that the CUKT delivers is around ‘Digital Futures’. This theme of work explores how the rapid advances in digital technology can maximise the benefits and opportunities of technology to enable improvements in wellbeing for people, while mitigating risks.

As part of the Digital Future theme, the CUKT has carried out detailed work around digital exclusion and digital inclusion, looking at: who is offline, why people are offline, what it means to be ‘meaningfully digitally included’ and what public policy and practice might do to support wider participation and skills development.

2. Background

#NotWithoutMe is a CUKT project to challenge digital exclusion for vulnerable young people and advocate for further digital support for young people across the UK and Ireland.

Phase 1: The first phase ran from January 2016 to January 2017 and supported 4 pilot projects. Each pilot received £10,000 to test original engagement techniques and develop innovative practice methods. The projects were each led by an external organisation or partnership:

- Signal Film and Media: working with care experienced young people and young people ‘on the cusp of care’ in Barrow-in-Furness, Cumbria.
- The Pavilion: working with young people excluded from mainstream education in Barnet, Greater London.
- Young Scot and The Prince’s Trust: working with young people not in education, training or employment in Glasgow.
- Mencap in Northern Ireland: working with young people with learning disabilities in Belfast and County Fermanagh.

The first phase was evaluated through a mixture of self-evaluation and analysis conducted by the Trust. The key findings, alongside data gathered from events and other work, were outlined in the first #NotWithoutMe publication – **A digital world for all?**

Phase 2: The second phase of #NotWithoutMe launched in August 2017 and comprises several supporting strands of work:

- **The #NotWithoutMe Accelerator** (detailed below).
- **Glasgow Digital Resilience Group participation:** the CUKT is a member of Glasgow City Council's 'Digital Resilience Group' which is currently focused on digital technology and skills provision for Care Experienced young people across the Glasgow area.
- **Digital Research:** building on the first #NotWithoutMe report, the Trust continues to seek opportunities to produce useful and robust research on digital exclusion for vulnerable young people.
- **Networking and Communications:** supporting the community of practitioners working in relevant areas of policy, practice and academia through learning events and networking opportunities.

The #NotWithoutMe Accelerator

The #NotWithoutMe Accelerator is an innovative development process which offers a six-month programme of training, support and £3,000 development funding. The process was modeled on similar Accelerator programmes run in the start-up and tech sectors. The purpose of the Accelerator is to allow organisations the time, resources and insight from peers and experts to develop their approaches to delivering digital inclusion projects with 'vulnerable' young people.

Six organisations were selected to take part in the Accelerator. These organisations were chosen from the 40 organisations that applied through an online open application process by an expert Advisory Group. The Advisory Group was made up of experts from across the digital and youth work sectors. During the #NotWithoutMe Accelerator organisations have been supported to develop, critique and refine their approaches with the input of valued sector experts. The #NotWithoutMe Accelerator delivered a mixture of offline and online support and ran from July 2018 to December 2018, including five development workshops and a final investment panel. The workshops were designed to provide participants with increased knowledge, practical tools and the opportunity to work with peers across sectors. Each month the workshop was focused on a different topic, from developing genuine user-centred design to working with stakeholders.

In December, at the final investment panel, all of the organisations were invited to pitch for a further £40,000 funding and additional support, to deliver their digital inclusion initiative from January 2019-2020. One organisation was selected based on a set of criteria, and judged by a cross-sectoral advisory group. As part of this selection process each organisation was asked to consider their own evaluation. [Details of the selected project are not yet public, but will be shared with the successful evaluator prior to the inception meeting].

The Evaluation

The CUKT now wish to commission an independent contractor to conduct an evaluation of our two external funding strands of the #NotWithoutMe programme (**Phase 1** and the **Phase 2 #NotWithoutMe Accelerator**) to compare the relative benefits and weaknesses of each approach, and provide reflections on the different interventions.

The findings will be shared with key stakeholder groups comprising of organisations within ‘the sector’ delivering digital inclusion initiatives including youth organisations and digital charities, policy makers and relevant funders. The intention is that the results of this evaluation will inform future digital inclusion programmes of the CUKT and others.

This evaluation should avoid duplication for the first phase report ‘**A digital world for all?**’, and should add additional insights, but can also build on the themes discussed.

3. Project Aims and Objectives

The design of the #NotWithoutMe Accelerator was based on the hypothesis that organisations would create ‘better’ digital inclusion initiatives if they were supported with time, space and connections to focus on developing the project, rather than a traditional upfront grant funding mechanism. This was informed by findings and feedback from the first phase of the #NotWithoutMe programme. Therefore, this evaluation should investigate and compare the relative benefits and weaknesses of each approach, and provide reflections on the different interventions.

This evaluation will be framed in terms of learning rather than monitoring of individual project and will practically include three main elements:

- Evaluating the long term impacts and outcomes of the first round of funding with **Phase 1 Project Partners** from #NotWithoutMe (Ran Jan 16-17) including:
 - Has the project continued in some form?
 - Have you continued to work with the young people from the project?
 - Did you seek further funding for similar initiatives?
 - Has the organisation changed its practices as a result of the project?
- Evaluating the short and mid-term impacts and outcomes of the #NotWithoutMe Accelerator with the **Phase 2 Accelerator Participants** (Ran July 18 – Dec 18) including:
 - Does your plan for the project continue? / Did the project continue?
 - How did the #NotWithoutMe Accelerator shape the proposed project?
 - What were the benefits of the #NotWithoutMe Accelerator process?
 - What were the weaknesses of the #NotWithoutMe Accelerator process?

- Evaluating the short terms impacts of the successful **#NotWithoutMe Full Funded project** (Will run Jan 2019 – Dec 2019). [The evaluator is not expected to deliver a full evaluation strategy for the project, as the organisation will be leading on this themselves. We can provide further detail around this during the project inception meeting].
 - How did the **#NotWithoutMe Accelerator** shape the proposed project?
 - How did the **#NotWithoutMe Accelerator** shape the delivered project?
 - What were the benefits of the **#NotWithoutMe Accelerator** process?
 - What were the weaknesses of the **#NotWithoutMe Accelerator** process?

Issues to be addressed across each of the organisations from Phase 1 and Phase 2:

1. What are/were the impacts of developing/delivering digital inclusion initiatives for:
 - a. The young people involved.
 - b. The individual staff delivering the projects.
 - c. The organisations.
2. What are the key barriers to developing effective digital inclusion initiatives?
3. What are the key enablers to developing effective digital inclusion initiatives?
4. Has the organisation changed its practices as a result of the project?
5. Has there been any unintended consequences (for any of the groups in Q1)?
6. Recommendations for consideration or action.

The key output of the evaluation will be a short accessible report, weighing up the approaches from the first two phases of the **#NotWithoutMe** programme (**Phase 1** and the **Phase 2 #NotWithoutMe Accelerator**). The report will also identify a set of delivery considerations to help other organisations, policymakers and funders consider how they can encourage and support similar digital initiatives.

4. Anticipated Approach

The CUKT recognises that there is a limited budget for the evaluation of this programme. It also recognises that the evaluation is multi-stranded and therefore anticipates that a phased approach across the evaluation period will be necessary. It is anticipated that a case-study approach would best capture the necessary information and learning and methods will include engagement with:

- Phase 1 Project partners
- Phase 2 Accelerator participants including the ‘Full funded’ project organisation.
- Relevant national and local stakeholders, where necessary.
- Relevant literature, where necessary.

Interviews for both project organisations and stakeholders can be conducted via telephone.

The CUKT will be pleased, however, to consider alternative suggestions on how best to capture and evaluate the objectives outlined in Section 3.

We anticipate that the contractor will work closely with the CUKT staff throughout the research process.

The CUKT have ongoing relationships with all of the organisations and will also provide logistical support in setting up meeting times and interviews.

	Approach	Milestone
General	Initiation meeting with the CUKT to clarify aims, approach and deliverables of the evaluation.	Jan 2019
Phase 1 - Project Partners	Interview with previous project partner organisations 18 months after end of project to understand long term outcomes.	March 2019
Phase 2 – Accelerator Participants	Interview with Accelerator partner organisations directly after the end of the Accelerator process to understand short term impacts.	Early Feb 2019* (*These initial interviews will be a top priority in terms of the timeline)
	Interview with partner organisations 9+ months after the end of the Accelerator process to understand mid-term impacts.	Oct 2019
Phase 2 – Full funded project	Establishment of the ways of working with ‘Full Funded’ partner organisation and the CUKT.	Early Feb 2019
	Opening interview with organisation directly after the end of the Accelerator process to understand short term impacts.	Feb 2019
	Progress calls to understand project developments.	Ongoing
	Closing interview to establish short term impact of the project.	Dec 2019
Interim Findings	Desk-based review of existing data and literature.	Ongoing
	Meeting with the CUKT to share interim findings.	Aug 2019
Final Report	Draft structure for final report to be agreed by the CUKT.	Dec 2019
	Analysis of the qualitative research gathered through the evaluation process to create draft report.	Jan 2020
	Final written report submitted to the CUKT.	Feb 2020

5. Deliverables

- Attendance at an inception meeting.
- Interviews with previous #NotWithoutMe project partners (option for these to be via telephone).
- A minimum of one case study visit to the 'Full Funded' project with an agreed number of update calls (frequency/schedule for calls to be agreed depending on what is appropriate for the project).
- Interviews with the CUKT.
- Interviews with relevant local and national stakeholders (where necessary).
- Desk-based review of existing data and literature.
- Interim findings meeting.
- Final report (with structure to be agreed in advance with the CUKT).

6. Timetable and Costs

The total **budget** available for the project is **£15,000 including VAT, travel and all other expenses**.

The successful bid must be available to start the project no later than **Thursday 31st January 2019**.

A meeting on the interim results should be convened no later than **Friday 30th August 2019**.

A draft report should be available no later than **Thursday 31st January 2020**.

The final submission of the report should be no later than **Thursday 28th February 2020**.

Payments will be phased throughout the duration of the contract linked to key milestones or outputs. The final instalment will be paid on acceptance of the final evaluation report by the CUKT.

The contractor bidding for this exercise should detail their ability to meet the proposed timescale and requirements. Alterations to the exact timetable will be considered, but are not guaranteed.

7. Performance & Quality Requirements

The contractor bidding to undertake this work should outline;

1. Relevant experience in the use of social scientific research techniques.
2. Demonstrable understanding of the topic to be investigated.
3. Any previous experience of working on projects covering the subject matter.
4. A timetable outlining proposals to deliver the key deliverables and milestones.
5. Details of personnel to be involved in the exercise, and an outline of staff allocation of time to specific aspects of this work.
6. An estimated budget for undertaking this work, including a daily rate.

Although this document sets out key questions to be addressed in the study, we welcome the views and expert opinion of the researcher.

The contractor will be responsible for ensuring compliance with the Data Protection Act (2018) and must agree to abide by any guidelines issued by their profession (for example, the Market Research Society Code of Conduct).

Ownership of all research outcomes, including the final report and all data produced as a result of the research, lies with the CUKT. Researchers should not discuss study findings in public before a final report has been cleared by the CUKT, although with prior agreement aspects of the study may be discussed. Following publication, researchers are free to discuss the study in public; however, we should be given the opportunity to comment on any proposed presentation or publication using data or findings from this study.

8. Selection Criteria

The CUKT will make its selection on the basis of the proposal which represents the best value for money, taking account of the following criteria:

- understanding of the topic to be investigated;
- selection of appropriate methods;
- likelihood of achieving project aims using approach identified in tender;
- ability to deliver in specified timescale (inc. staff capacity);
- confidence in ability to provide in-depth analysis of findings;
- previous relevant experience of research method;
- previous relevant experience of topic area;
- quality of previous work with CUKT (if applicable);
- price.

9. Form of Proposal

In their proposals for undertaking this work tenderers should provide the following information:

- name of tenderer, status in the company/institution and name of a person for further contact (if different);
- a statement detailing your understanding and interpretation of the purpose, specific objectives and scope of the project;
- a timetable, indicating dates for the completion of significant stages of the work and dates for the delivery of the final outputs;
- a methodology to meet the aims of the project and to deliver the required outputs for the project within timescales and budget;
- details of the analysis that would be provided as standard, and the scope and costs of any additional analysis that might be required;
- details of the cost for the work (all costs including staff, equipment, travel/subsistence and overheads);
- details of relevant experience, expertise and time of all staff to be involved in the project; and
- details of the quality control mechanisms that will be used in the fieldwork and the data analysis.

Proposals must be sent to electronically to anna@carnegieuk.org by 5pm on Thursday 24th January and limited to 10 pages. No bids received after the deadline will be considered.

Potential providers are welcome to contact Anna Grant on 01383 721445 to discuss the aims of the project in more detail.