



Scope for the Invitation to Tender as the Campaigning and Youth Voice Partner for the Peer Action Collective (PAC)

Contents of this document

Executive summary.....	1
Section A: Background Information.....	4
Section B: How the PAC will operate on the ground	9
Section C: Role and responsibilities of the Campaigning and Youth Voice Partner	13
Application.....	20

Section A and B of this document give context and background information to the Peer Action Collective. Please go to Section C to for a detailed description of the role of the PAC Campaigning and Youth Voice Partner.

Executive summary

The Youth Endowment Fund, The Co-op and the #iwill Fund have joined together to empower young people to lead change and tackle violence

We are looking for a PAC Campaigning and Youth Voice Partner to amplify projects run by young people who are part of the Peer Action Collective. The Peer Action Collective runs across England and Wales and is funded through a unique partnership of the Youth Endowment Fund, The Co-op and #iwill Fund (a joint investment between The National Lottery Community Fund and Department for Digital, Culture, Media and Sport). The role of the PAC Campaigning and Youth Voice Partner is solely funded by the Co-op and will work in close partnership with the Co-op.



This programme puts young people in the lead, designing and conducting research into their peers' experiences of violence and working together to take action and shape solutions. With the support of a regional Delivery Partner, young people will have the opportunity to decide what matters to them when it comes to violence in their area and conduct research with other young people. They will then be supported to take what they learn and turn it into action through social action projects.

The Peer Action Collective is not only a programme, it's also a network of organisations coming together to enable young people to bring about change. A National Partner works with the ten Delivery Partners across England and Wales to ensure consistency across the network of organisations. A Learning Partner brings organisations together to understand how the network can continuously improve and learn. **The PAC Campaigning and Youth Voice Partner will provide training on media and campaigns to young people and will amplify their research and social action projects, ensuring they reach a wide audience and lead to change.**

This is an opportunity for organisations that have expertise in media and campaigns training as well as a strong desire to be an amplifier of often unheard young voices. Organisations with an interest in working with closely with the Co-op and #iwill are encouraged to apply.

Location: Across England and Wales.



Indicative budget: An indicative budget for the work is up to £125,000. We are open to applicants' proposals and we will be considering value for money as part of our assessment.

Programme delivery period: November 2021 - December 2022

Section A: Background Information

About us

This role is funded by the Co-op and managed in collaboration with the Youth Endowment Fund.

The Youth Endowment Fund (YEF) was established in 2019 with a £200m endowment from the Home Office to prevent children and young people becoming involved in violence. We have an ambitious ten-year plan to use evidence, expertise and young people's voices to make children's lives safer. Our core purposes are to:

- Support and evaluate the delivery of promising programmes aimed at preventing high risk children and young people from being involved in crime and violence; and
- Act as a centre of expertise, generating, disseminating and promoting new knowledge and practice aimed at transforming local and national responses to tackling serious violence.

The YEF are committed to developing a deep understanding of the lives of young people and the factors which can make them vulnerable to becoming involved in violent crime. To do this well, young people must be integral to how we approach research. This is why we established the Peer Action Collective, which will gather practical, deeply contextualised insights about the lives of young people.

[The Co-op](#) is one of the world's largest consumer co-operatives, owned by millions of members. They're a recognised leader for our social goals and

community-led programmes. They exist to meet members' needs and stand up for the things they believe in. Their vision of Co-operating for a Fairer world sees them focus on the issues that impact our communities. The partnership with the Youth Endowment Fund sees The Co-op invest in their members money in enabling young people-led positive change in our communities.

While the Peer Action Collective is established in conjunction with The Co-op and the #iwill Fund (a joint investment between The National Lottery Community Fund and Department for Digital, Culture, Media and Sport), this particular role is solely funded by the Co-op. Whilst the partner will report to and work principally with YEF, the partner is expected to work in close collaboration with the Co-op. This includes having access to their networks and Community Assets and being encouraged to utilise these in the planning and rollout of their activities:

- [Community Partnerships Fund](#) - Creating lasting change on big issues we care about
- [Local Community Fund](#) - Helping thousands of grassroots community causes nationwide
- [Our National Charity Partnership](#) - Working with Mind, SAMH and Inspire to bring communities together to improve mental wellbeing
- [Member Pioneers](#) - Co-op's community connectors, increasing local co-operation within their community
- [Community Wellbeing Index](#) - Providing insight on what impacts community wellbeing
- [Co-operate Platform](#) - Creating a platform of co-operation allowing communities to thrive

- [Co-op Academies](#) - Access to education & skills for the next generation of co-operators
- [The Co-op Foundation](#) - The Co-op's charity, helping communities work together to make things better
- [Food Share](#) - Access to unsold, good food for people in local communities who need it most

About the Peer Action Collective

The Peer Action Collective broadly consists of two connected components that feed into each other, as outlined below:

Peer research

Gaining in-depth, contextualised insights into the lives of young people at risk of being drawn into violence



Social action

Achieving youth-led change by allowing young people to connect and raise their concerns and views with the wider community and policy makers and directly influence decisions that affect their lives

What is peer research?

Peer research is a participatory research method in which people with lived experience of the issues being studied take part in directing and conducting the research¹. Peer research aims to empower people to become involved in positive change in their own communities by contributing to the research process, connecting with and hearing from a variety of people. Peer

¹Lushey, C. (2017). 'Peer Research Methodology: Challenges and Solutions' [online]. SAGE Research Methods Cases. <https://dx-doi-org.ezproxy.is.ed.ac.uk/10.4135/9781473994614>.

Researchers may be involved in assisting with research design, developing research tools, collecting and analysing data or writing up and disseminating findings².

What is youth social action?

Youth social action refers to activities that young people do to make a positive difference to others or the environment. The social action component of the programme will support young people to directly influence change in their local areas on issues that matter to them. All #iwill Fund partnership programmes are based on the six principles of youth social action, and enable more young people, particularly from less affluent communities, to take part in high quality social action that builds a habit for life.

Beyond local social action, the programme also aims to create a national movement promoting the involvement of young people in decision-making processes, culminating in a National Youth Voice Conference hosted by the YEF at the end of the programme in December 2022.

What are our aims and goals for the Peer Action Collective?

There are four main goals we aim to achieve through the Peer Action Collective:

- Gaining a deeper understanding of young people's experiences of violence and the factors that could prevent it
- Creating strong local networks and relationships for change
- Helping children and young people develop skills and access opportunities
- Achieving direct change in people's communities.

² Ibid.

Young people across peer research and social action components will gain valuable skills and access opportunities that help address many of the underlying barriers they face. Young people will run high quality campaigns to drive changes around issues that affect them and become creative in framing solutions, work in teams with other young people from their community and connect to local stakeholders which will allow them to get an insight into the workings of organisations in their communities, from youth centres, schools, the local authority and other service providers, to potential future employers.

Connecting young people to key stakeholders will play a crucial role in the programme as it will help young people become better connected to their local economy which has the potential to prevent their involvement in violence. Peer research and social action training will support young people to develop new skills and build an understanding of employment prospects which will improve their access to future employment opportunities. The aim for the programme is to help make young people feel connected to their area and to become agents of their own lives, equipped with the tools to voice their concerns and drive solutions to the challenges they face.

The programme is a chance for young people to own the narrative around an issue that affects them and to be the driving force behind the change. The network will enable delivery organisations to connect with other key stakeholders working on topics of violence prevention for young people, youth social action and participatory research. We believe that the joining forces of leading organisations in academia, civil society, technology and the charity sector will mean we can make a step change in the system and provide pathway opportunities for young people and partners involved.

Section B: How the PAC will operate on the ground

Who will this programme engage?

Across all ten regions we aim to engage a total of over 6,000 young people in the programme, including:

- **12 Peer Researchers per region:** Delivery Partners are recruiting a team of 12 paid Peer Researchers per region who will design and run research projects to better understand the causes, nature and potential ways to prevent young people becoming involved in violence. Research projects will run from September 2021 until December 2022. Researchers will receive extensive training to deliver a range of largely qualitative research (including one-on-one interviews, group discussions and surveys) alongside creative research methods (including oral histories, 'a day in the life of', digital diaries) and other ethnographic methods. Researchers will also be trained to assist in analysing and reporting findings to local, regional and national policy makers and commissioners. Peer Researchers will be aged 16 - 20 with up to 2 per region aged 21 - 25. Peer Researchers will be offered a Real Living Wage and their involvement in the project will amount to an average of 500 hours each.
- **480 research participants per region:** The Peer Researcher teams in each region will engage around 480 children and young people as participants in their research project (at least 50% of whom should be aged between 10 to 14 years). This number of participants will allow us to identify national trends within the data while also conducting meaningful research locally. Research participants will be engaged in various ways, from taking part in interviews to completing surveys.
- **150 Changemakers per region:** Each region will recruit a further ~150 children and young people who will get involved in various social action activities from short-term / one-off taster session activities to structured, longer-term social action projects. 50% of the 150 Changemakers per region will be aged 10 to 14. Changemakers aged 15+ will complete a series of interactive, professional workshops to strengthen skills and




employability. Changemakers can previously have been involved in the programme as research participants.

A core aim of this programme is to tackle the persistent gap in youth social action by ensuring young people independent of their backgrounds, including racial and ethnic backgrounds, are equitably involved in this programme. We expect the PAC Campaigning and Youth Voice Partner to outline how they will ensure equity, diversity and inclusion is practiced in their work strand, including ensuring a culture in which all young people feel valued and supported during their participation in the programme.

What other partners will be involved in the delivery of the programme?

The PAC is run by the YEF in collaboration with a number of partners. The table on the following page briefly outlines who the different partners are and their respective responsibilities:

Youth Endowment Fund - Overall programme lead	
<ul style="list-style-type: none"> • Overseeing the partners' performance • Setting up the network and overseeing the development of materials • Hosting quarterly collaboration meetings to share learnings between partners • First point of contact for #iwill Fund & The Co-Op • Hosting the National Youth Voice Conference 	
<u>The Young Foundation & UK Youth</u> National Peer Research & Social Action Partner	<u>The Centre for Children and Young People's Participation</u> Learning Partner
<p>Also known as 'National Partner'. Responsible for:</p> <ul style="list-style-type: none"> • Supporting the YEF with set up of the network. • Using their expertise to support Delivery Partners during training, peer research and social action phases, including delivering a core 'train the trainer' package to all Delivery Partners • Analyse and report on peer research data collected across the network • Planning and delivery of National Youth Voice Conference together with a group of young people 	<p>The Centre for Children and Young People's Participation at UCLan is responsible for:</p> <ul style="list-style-type: none"> • A rapid review of peer research approaches • Ensuring continuous improvement and learning across the network • Leading a developmental learning inquiry, including collection and analysis of impact, monitoring and process, and learning data • Assessing the quality of peer research data and contributing to reporting on findings from the PAC
Technology Partner	
Responsible for the development, testing and adaptation of a digital data collection tool to capture peer research and learning insight.	
Campaigning and Youth Voice Partner	
Responsible for providing training on media and campaigns to young people and amplifying their research and social action projects, ensuring they reach a wide audience and lead to change.	
10 Lead Delivery Partners (consisting of 49 consortium partners)	
Responsible for all programme delivery at a regional level, including recruitment of young people, retention, training and management of peer research and social action activity (including how the two connect and inter-relate at local level); safeguarding; ensuring regional engagement with the National Youth Voice Conference and engagement with quarterly network meetings.	
120 Peer Researchers	1500 Changemakers
Designing a mixed method peer research project to engage local young people. Sharing findings with local decision makers.	Flexible opportunities to get involved from  short-term activities to longer-term structured social action projects.
4,800 Research Participants	
Participants in the peer research projects through taking part in interviews, completing surveys, etc.	

Timeline for programme delivery

Below is an outline of the programme timeline:

August - September 2021	National Partner delivers 'train the trainer' core training, Delivery Partners recruit and train Peer Researchers
October 2021 - December 2022	Research and social action phase, Campaigning training expected to start in November 2021
December 2022	National Youth Voice Conference
January - February 2023	Final reporting

Section C: Role and responsibilities of the PAC Campaigning and Youth Voice Partner

This section of the proposal describes the role of the PAC Campaigning and Youth Voice Partner in detail. The response template to the Invitation to Tender corresponds to the contents of this section.

PAC Campaigning and Youth Voice Partner role and responsibilities

The PAC Campaigning and Youth Voice's partner core responsibilities are firstly, to use their campaigning expertise to create a Co-op Campaigning Curriculum for the PAC and deliver this through training and resources to Delivery Partners and young people. Secondly, they will use their skills and networks to amplify the most promising projects and research insights across the Collective, so that they achieve sustainable change at large scale.

This partner is expected to work closely with the Co-op and the YEF team, for example by having a staff member embedded into the YEF project team for the duration of the programme.

We believe this role is a great opportunity for an organisation that is looking to scale its impact by working with a What Works Centre and major funder as well as being able to access the Co-op's Campaigning team and drawing on their expertise and networks to scale the organisation's work.

PAC Campaigning and Youth Voice Partner key responsibilities

The PAC Campaigning and Youth Voice Partner will address the following aims:

1. Developing a Co-op Campaigning Curriculum, involving the Co-op, YEF and young people in the development.
2. Delivering the Co-op Campaigning Curriculum training to Delivery Partners and young people.
3. Provide support to enable young people to apply training content in their social action projects.
4. Amplification of young people's projects, for example by appointing a project ambassador and working with other figures in media, music or sports industries

We describe each of these aims/activities in more detail in the following sections:

1. Developing a Co-op Campaigning curriculum

As part of this the PAC Campaigning and Youth Voice Partner will be expected to:

Design a creative campaigning curriculum in consultation with the Co-op, the YEF and young people on the programme. The National Partner should be involved in development to ensure it complements their peer research and social action curriculum or at least, does not overlap with their plans.

The curriculum should upskill young people on effective campaigning techniques and tools, in particular, it should address the following objectives:

- Young people have increased knowledge and understanding of how to use social media and video content for campaigning,
- Young people can create effective strategies to change practice and policy
- Young people are motivated and confident in their ability to develop and run a creative campaign about the issues that matter to them
- Young people feel listened too and supported in amplifying their voice
- Any other objectives that young people have expressed to want to achieve

Offer a suite of training workshops or similar, building on an existing curriculum, e.g. from previous work the partner has undertaken. The training should focus on creative ways of campaigning, for example through music performances, drama, and the arts more generally. The curriculum should include detail on each of the workshops offered. An example of the level of detail required can be found in Appendix 1.

Work closely with the Co-op's Campaigns team to ensure this work ties in with their Community Assets and giving the PAC Campaigning and Youth Voice Partner the opportunity to draw on the Co-op's campaigning expertise.

Provide detail on how the curriculum will be tailored and added to for the purpose of this programme, including how it will link to the wider aims and goals of the programme, as stated in Section A of this document.

To enable close working relationships with the YEF, central partners and the Co-op, a staff member of the PAC Campaigning and Youth Voice Partner is expected to work embedded with the YEF project team. We invite the applicant to suggest practical ways of ensuring embeddedness, for example by one staff member working with the YEF project team for one or two days per week.

We expect the development of the Co-op Campaigning Curriculum to account for roughly 20% of the PAC Campaigning and Youth Voice Partner's time across all programme activity.

2. Delivering the Co-op Campaigning Curriculum training to Delivery Partners and young people

As part of this the PAC Campaigning and Youth Voice Partner will be expected to:

- Work with the National and Delivery Partners to ensure the training and support offered in this role is aligned to their offer and timelines
- Cascade train-the-trainer elements to Delivery Partners and training Peer Researchers and Changemakers directly where more appropriate
- Offer support around training, for example ensuring training is inclusive and accessible, e.g. by being recorded and using tools and equipment Delivery Partners have readily available or providing the relevant equipment
- Prove flexibility when tailoring the training regionally to meet the needs of young people and Delivery Partners, to ensure it (i) is appropriate for and ties in with planned social action projects (ii) adds to the skills and expertise of Delivery Partners and training already delivered regionally (iii) is of interest to young people in the location, (iv) can be adapted to be delivered online if, e.g. Covid restrictions require it

- As per previous point, close collaboration with the YEF, the Co-op and young people is required to ensure the training can be successfully delivered to Delivery Partners and young people, tying in with other workstreams of the Collective

We expect the delivery of the Co-op Campaigning Curriculum to account for roughly 30% of the PAC Campaigning and Youth Voice Partner's time across all programme activity.

3. Provide support to enable young people to apply training content in their social action projects

As part of this the PAC Campaigning and Youth Voice Partner will be expected to:

- Support young people or Delivery Partners in the implementation of training contents, for example by offering drop-in sessions to give professional advice to their use of media and offering constructive feedback
- Support young people's use of any tools or equipment and questions on those during delivery
- Link young people to Co-op opportunities and their expertise around campaigning
- Link young people to other opportunities the Campaigning and Youth Voice Partner is aware of, using their existing networks
- Share learnings, including successes and challenges with the central partners on the programme who can provide support to the Campaigning and Youth Voice Partner. Particularly engage with the Learning Partner and participate in learning inquiry activities relevant

for this strand of work which will enable an increased understanding of how to support youth-led social action and campaigning successfully

We expect the support to young people to apply training content in their social action projects to account for roughly 20% of the PAC Campaigning and Youth Voice Partner's time across all programme activity.

4. Amplification of young people's projects, for example by appointing a project ambassador and working with other figures in media, music or sports industries

As part of this the PAC Campaigning and Youth Voice Partner will be expected to amplify the impact of the most promising, high-potential projects, that emerge across the network, including through the following activities:

- Appointing a project ambassador with significant followers in the age group of young people involved in this programme
- Facilitate meetings between a sub-set of young people on this programme and the ambassador
- Using the social media presence of the ambassador to distribute young people's stories, e.g. successes of a social action project
- Involve the ambassador in key events, for example the National Youth Voice Conference in December 2022
- Supporting young people on the Collective towards creative youth voice performances at the conference, for example live performances, videos or artwork
- Making use of networks to amplify and increase reach of the programme and most promising social action projects

- Supporting young people and Delivery Partners to create content from their projects to be shared publicly
- Collaborate with the YEF, the Co-op and central partners to ensure this responsibility is embedded with other work strands
- Work with the YEF, the Co-op and #iwill to adhere to any communications protocols when publishing social action projects

We expect the amplification of young people's projects to account for roughly 30% of the PAC Campaigning and Youth Voice Partner's time across all programme activity.

Application

How to apply

Applicants are now requested to send a detailed proposal. Please complete the separate response template, outlining our key assessment criteria. Please complete the response template with a total word count of no more than 4000 words, including tables and appendices but excluding budget, references and CVs.

Assessment criteria

1. Your organisation's relevant experience and credentials for undertaking the work, including (40%):

- Evidence of involving young people in the development of a training programme, ensuring their views and perspectives are central to the design and rollout of the programme
- Evidence of delivering campaigning training to young people, particularly to those with experience of violence or evidence of understanding this particular context
- Evidence of successful amplification of campaigns and social action, including through the use of media
- Evidence of strong ties to relevant people in media, music or sports industries and experience of involving them in campaigning for social causes
- Outline of the delivery team's experience
- Up to three references from relevant previous contracts

2. Your proposed approach to conducting the work, including (40%):

- A project or operational plan, describing how you will meet the responsibilities outlined in Section C (Role and responsibilities of the PAC Campaigning and Youth Voice Partner), demonstrating an understanding of our aims and objectives for the network and this partner's role
- As part of your operational planning, we would like the proposal to outline how you plan to work with the Co-op to design the activities and how you are planning to use their Community Assets to support the delivery of your responsibilities.
- As part of your operational planning, please outline how you will incorporate the views and experience of young people on the PAC and Delivery Partners in your approach
- Information on planned measures to ensure activities tie in with other workstreams and are embedded with the YEF and PAC central partners, for example by having a team member working with the YEF one day per week for the duration of the contract.
- An overview of how you will ensure that there is appropriate consideration of and activity to encourage diversity and inclusion throughout the project
- An outline of main risks and how they will be mitigated

3. A clear budget setting out (20%)

- Salary costs including a detailed list of activities each team member is allocated to
- Non-staffing costs

Responses will be scored against the following scoring criteria:

Scoring criteria	
0	Totally fails to meet the requirement - information not available
1	Meets some of the requirements with limited supporting information
2	Meets some of the requirements with reasonable explanation
3	Fully meets the requirements with detailed explanation and evidence
4	Exceeds the requirements with extensive explanation and evidence

Please note we will carry out due diligence checks before we offer funding, these will include reviewing safeguarding and risk management policies and organisation, financial and trustee due diligence.

Budget

An indicative budget for the work is up to £125,000. We are open to applicants' proposals, and we will be considering value for money as part of our assessment.

Application timeline

The deadline for applications is 6th September 2021 at 9am. Please send your proposal using the template attached to youthvoice@youthendowmentfund.org.uk. All proposals will be reviewed by the YEF and the Co-op, a shortlist of organisations with promising applications will be invited to interview on 13th September 2021. We will be aiming to inform the successful organisation by 17th September and complete due diligence checks and an inception meeting later in September.

Questions about this Invitation to Tender can be submitted via email up to 9pm on 11th August 2021. Anonymised questions and answers will be

collated and published in written format on our website on 13th August 2021.

Please submit questions to youthvoice@youthendowmentfund.org.uk.

Date	Tasks
2 nd August 2021	Call for proposals goes live
11 th August 2021, 9am	Deadline for receipt of questions
13 th August 2021	Anonymised summary of all questions and answers is published
6 th September 2021, 9am	Deadline for applications
13 th September 2021	Interviews with shortlisted applicants
17 th September 2021	Notification of decision

Appendix 1 - Example level of detail of campaigning workshops

Section	Detail on information required
Title	Title of the workshop
Objectives	Information on the objectives of the workshop are, for example what skills young people would gain by taking part
Description	Description of the workshop
Delivery method	Delivered online / offline / flexible / blended approach. A blended and flexible approach of online and in person training is desired. Delivered directly to young people or through train-the-trainer
Duration	Number of sessions and total length of the workshop
Audience	Information on the age group of young people each workshop will be offered to (Changemakers aged 10 - 14, Changemakers aged 15 - 20 and/or Peer Researchers aged 16 - 25), ensuring that all young people on the programme receive adequate training for their age and needs. Information on the number of young people able to attend each workshop, ensuring there is sufficient provision for all young people on the programme.
Frequency	Information on how often you are planning to deliver each workshop and group size that it can be delivered to, ensuring young people have the opportunity to take part in several Campaigning and Youth Voice workshops throughout the duration of the programme
Workshop facilitator	Information on (likely) workshop facilitator and, if possible, bio or CV
Planning status	Information on whether this workshop has been designed and delivered before
Accreditation	Information on potential accreditation options of training modules