



Call for Proposals: Assessing the Reach and Impact of YEF's Sector Engagement Work

Background

The Youth Endowment Fund exists to prevent children from becoming involved in violence. Central to achieving this mission is ensuring that our work effectively reaches and influences key sectors involved in keeping children safe. These sectors include, but are not limited to, policing, youth justice, education, children's services and the youth sector.

At the YEF, we work for change by:

1. **Growing Demand:** Building awareness and appetite for evidence across seven essential sectors.
2. **Changing Practice:** Supporting delivery organisations in each sector to do what works.
3. **Reforming Systems:** Supporting system leaders in each sector to change things.

Our sector engagement work aims to:

- Foster a culture of evidence and data use within our seven essential sectors.
- Become a trusted, credible voice with sector leaders and delivery organisations.
- Raise awareness of the YEF outputs (such as the Toolkit and Practice Guidance) across key sectors.

We are committed to assessing the reach and effectiveness of our sector engagement work which is why we are inviting proposals for a project which aims to:

1. **Evaluate Awareness and Reach:** Assess the extent to which the key sectors are aware of YEF and our activities (e.g. events, outputs, training), and how these activities are used by professionals within these sectors.
2. **Measure Impact:** Understand how YEF's activities influence strategy, commissioning, practice, and decision-making within these sectors.
3. **Identify Barriers:** Highlight challenges that limit engagement with YEF activities or hamper their effectiveness.

Research questions

- To what extent are stakeholders aware of, considered attending/using and engaged with YEF's activities (e.g., Toolkit, Practice Guidance, events)?
- How are YEF's activities (e.g. Toolkit, Practice Guidance, events) rated across our different sectors?
- What changes in policy, commissioning, practice, or decision-making result from this engagement?
- To what extent are our sectors commissioning/delivering evidence-based interventions as set out in the [YEF Toolkit](#)?
- What prevents greater use or impact of YEF activities?
- What are the biggest problems/challenges facing our sectors when it comes to preventing and reducing violence involving children?
- How can YEF better meet the needs of strategic leaders and practitioners?

Methodology

We invite bidders to propose an appropriate methodology for gaining a national picture of engagement with YEF's activities across each sector. However, YEF will be able to provide some support in promoting the survey through established networks and contacts across each sector.

Proposals should outline a robust approach to collecting and analysing data, which should include:

- **Engagement Survey** to be administered across each sector – **this has already been drafted by YEF** but will be finalised once the supplier has been appointed.
- **Interviews** – these would be with approx. 30 respondents of the survey, ideally with representation across each sector.

Outputs and timeframe

Final outputs will be agreed with the appointed team, but at a minimum are expected to include:

1. A final report detailing the methods, findings, and recommendations.
2. A presentation summarising key insights.
3. Additional materials, such as infographics, to support dissemination.



Timelines are provisionally outlined below:

Activity	Expected time frame
Proposal deadline	14 th March 2025
Questions accepted until	28 th February 2025
Preferred bidder appointed (including all contractual work and kick off completed)	31 st March 2025
Project completed	30 th June 2025

Budget

We expect bids for up to £35,000 for this project.

Please note that these funds will be issued in the form of a grant, and as such will not be considered for any taxable supply for VAT purposes by the successful Grantee to YEF. The YEF obligation will not extend to paying the Grantee any amounts in respect of VAT in addition to the Grant, and that the Grant made by YEF is deemed to be inclusive of VAT if applicable.

How to apply

We invite bidders to prepare proposals of no more than 2,500 words, excluding references.

In the proposal, we expect bidders to include the following:

- Your proposed approach for conducting the project.
- The relevant experience of the team. Specifically, your credentials for undertaking surveys, your knowledge in the subject matter and expertise in reaching different audiences.
- A detailed budget with justification for time spent.

Bidders have until 14th March to prepare their proposals and will be able to submit questions until 28th February. All proposals will be reviewed by the YEF, using the criteria provided in Appendix 1.



The YEF is happy to consider bids from consortiums, as long as consideration is given to communication and how the teams will work well together. The YEF would expect to contract with one lead member of the consortium.

Please send proposals and / or any questions to
change.yef@youthendowmentfund.org.uk .

Appendix 1: YEF scoring criteria

1. Relevant experience of project team and understanding of topic area (30%)

- a) The extent to which the applicant demonstrates expertise and understanding of YEF, our mission and our essential sectors.
- b) The extent to which the proposed team demonstrates a track record of delivering high quality research, particularly administering surveys.
- c) The extent to which the proposed team demonstrate an understanding and track record of good project management and robust quality assurance procedures

2. Methodology and approach (50%)

- a) Suitability of the methodology to deliver against the project aims.
- b) Suitability of proposed strategies to access a broad and diverse sample of participants across six different sectors.
- c) Suitability of the proposed techniques to analyse data.

3. Value for Money (20%)

- a) Detailed cost of your proposal and how this demonstrates value for money.

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