

Call for Proposals

Area Leaders Programme Design and Delivery Partner

About the Youth Endowment Fund

The Youth Endowment Fund (YEF) is a charity with a mission that matters. We exist to prevent children and young people becoming involved in violence. The YEF was established in March 2019 by children's charity Impetus, with a £200m endowment and ten-year mandate from the Home Office. We know that to make a lasting difference we must do more than just fund and evaluate promising programmes. We need to establish consensus about what works and build a movement around making sure that young people get the very best support possible.

Area Leaders Programme

The Area Leaders Programme (ALP) is a programme for multi-agency violence reduction partnerships in local authority areas. The programme aims to equip area leaders with the knowledge, tools and partnerships needed to deliver effective, evidence-informed violence prevention strategies focused on people, places, and practice.

In 2024/25, we piloted the programme in four local authority areas. In 2025/26, we will expand to ten more areas to inform potential wider rollout, followed by a second group of ten in Spring 2026. We are seeking an expert organisation to help design and deliver the programme over the next two years.

Why is ALP needed?

In recent years violent crime has risen significantly. Homicides, assaults, robberies and offences involving weapons have all seen sustained growth. We have also seen large increases in violent crime involving young people. This is a tragedy. Every child is an important member of our community, and we have a collective duty to protect them.

Recent national evaluations¹ highlight significant challenges in local violence prevention including inconsistent approaches, poor data access and use, challenges around information sharing and consent, fragmented priorities across partners and unclear governance, roles and responsibilities. There are clear opportunities to improve multi-agency planning and action to improve outcomes.

To explore these issues further, YEF ran workshops, and tested support offers with Violence Reduction Units, Community Safety Partnerships, children's services and youth justice. These highlighted practical blockers - such as long waits, limited programme availability, lack of capacity to change services, and differing views on who or what to prioritise. National reforms like the Serious Violence Duty (2022), Working Together to Safeguard Children (2023), and the Young Futures Prevention Partnerships and DfE's Families First programmes all reinforce the need for joined-up, evidence-informed leadership.

The Area Leaders Programme aims to support local leaders to meet these expectations through stronger partnership, clearer strategy, and better practice.

2024/25 ALP Pilot Overview

In 2024/25, YEF piloted the Area Leaders Programme in four local authority areas. The pilot included:

¹ 2023 Violence Reduction Units evaluation and Community Safety Partnerships Review

- Strategic Review – Each site took part in a high-level review of strengths, weaknesses, opportunities and challenges in their partnership approach to preventing children’s involvement in violence. This focused on aligning with evidence-based approaches and resulted in each site identifying 2–3 priority areas for action.
- Facilitated Workshops – A programme of structured workshops and discussions, supported by evidence and practical materials, was delivered to inform local approaches to commissioning, case management, referrals, decision-making, and problem-solving. This phase is currently ongoing.
- On-the-Ground Coordination – Each site received funding for a part-time coordinator (2–3 days per week) to support local delivery over a six-month period (July 2024 – March 2025).

An internal learning report will be produced at the end of May 2025 to help inform the 2025/26 programme

2025/27 Area Leaders Programme

Building on our learning to date, we will recruit 10 new Area Leaders Programme (ALP) sites across England and Wales in Spring 2025, followed by a second cohort of 10 in Spring 2026. Following recruitment, each site will complete a self-assessment framework to identify local strengths and areas for development.

Successful partnerships will take part in a 12-month development programme from September 2025 to August 2026. This will include a core set of modules for all sites (see Appendix A), alongside tailored support to address site-specific priorities identified through the self-assessment. The programme is designed to align with the government’s Youth Futures Prevention Partnership programme and meet the requirements of the Serious Violence Duty. YEF will fund a part-time coordinator for each site and lead an evaluation of the programme’s impact.

Our Hypothesis

Areas that are more effective at preventing children’s involvement in violence tend to do five things well:

- **Partnerships:** Build strong, accountable partnerships with clear roles, governance, and measurable goals.
- **Profile:** Understand the local drivers, context, and patterns of serious violence.
- **People:** Identify the children most at risk and ensure they get the right support at the right time.
- **Places:** Pinpoint high-risk locations and take action to make them safer.
- **Practice:** Share and apply best practice consistently across all key agencies.

Through high-quality, locally tailored workshops and practical tools, guidance and support, ALP will equip leaders to:

- Build a shared understanding of the local violence problem and a clear strategy to address it.
- Better targeted efforts towards the people and places most vulnerable to violence.
- Centre children’s needs, ensuring systems, services, and partnerships work together to support them effectively.
- Use research evidence to inform decision-making, commissioning, and service design.
- Develop measurable violence reduction plans with clear accountability to:
 - Make high-risk places and people safer.
 - Strengthen violence prevention practice across all partner agencies.

These changes will enable more timely, effective interventions for the right children—leading to measurable reductions in violence.

Role of the Design & Delivery Partner

We are seeking to commission an expert organisation to work alongside YEF to shape and deliver the Area Leaders Programme. The partner will:

- Collaborate with YEF to design a 12-month development programme, comprising approximately 12 half-day sessions. See draft modules in Appendix. We anticipate YEF leading on the design of certain modules and resources; we are interested to know which modules you have expertise in.
- Help to design bespoke support in response to the strengths and weaknesses identified during self-assessment [c1 session per site].
- Co-deliver c50% of programme modules for each site between September 2025 – August 2026 (Cohort 1) and September 2026 – August 2027 (Cohort 2). Sessions will be delivered through a mix of online and in-person.
- Support reflection and action planning in each delivery site following each module.
- Support the delivery of a quarterly community of practice, enabling participating areas to reflect and share learning.
- Work with the programme evaluator as required.
- Support YEF in reviewing Year 1 delivery, incorporating feedback and adapting the programme for Year 2.

The role requires:

- A strong understanding of how children experience violence, and its impact on them.
- A deep understanding of the local and national policy context for this cohort of children and young people.
- Significant experience in working with complex multi-agency partnerships through programme development, delivery and support.
- A deep understanding of racial equality, diversion and inclusion issues.

The commission is for a 2-year period in the first instance

Key outputs and timeline

Activity	Timeline
Application deadline	5pm 16 May 2025
Interviews for shortlisted applicants	Either AM 23 May 2025 or PM 27 May 2025
Programme development	June – September 2025
Y1 Programme delivery	October 2025 – September 2026
Programme review and refresh for Year 2	Summer 2026
Y2 Programme Delivery	October 2026 – September 2027

The key outputs for this work will be:

- Production of workshop materials and resources.
- Monthly progress reports which report on activities set out in the grant agreement.

Budget

The budget envelope is £200,000 - £250,000

How to apply

If you would like to apply for this work, please submit a letter of application and CVs for each member of your proposed project team.

Please send to change.yef@youthendowmentfund.org.uk

If you have any questions, please get in touch via change.yef@youthendowmentfund.org.uk

CVs should be a maximum of two A4 sides. All letters of application should be no more than 1,500 words and include:

- Why you would like to be commissioned for this work.
- A description of how your expertise and experience fits the work that needs to be done.
- A description of how you will approach the work, including which module and workshops you have expertise in and how you would design and deliver them.
- An overview of your project team, including how much time each person will spend on the project.
- A detailed budget.
- A timeline for the work.

The deadline for applications is **5pm 16 May 2025**. Interviews with shortlisted applicants will be held at a mutually suitable time on **AM 23 May 2025 OR PM 27 May 2025**