



## **CALL FOR PROPOSALS: Supporting Implementation Activity in the Whole Area Model**

### **Background**

The Youth Endowment Fund (YEF) is a charity with a mission that matters. We're here to prevent children and young people becoming involved in violence. We do this by finding out what works and creating a movement to put this into practice.

The best available evidence shows that – on average – diverting children from the criminal justice system reduces reoffending and violence. However, we also know that diversion delivery is patchy across England and Wales. This has been described as a “postcode lottery” by HMIP in a recent thematic inspection on the effectiveness of out of court resolutions.

The Whole Area Model (WAM) is YEF's new change programme aimed at strengthening diversion practice. Since launching in July 2025, we have onboarded four police forces and their aligned youth justice services (YJS) who will receive on-the-ground support to shift their practices, processes and policies to be more informed by the evidence-base.

### **Project objectives**

An effective diversion scheme relies on much wider stakeholder engagement than just police and YJS's. To develop confidence in diversion amongst the judiciary, CPS, victims and the wider public, the scheme's evidence base and benefits should be articulated in a clear, concise way.

We are looking to commission a communications specialist provider to work alongside our WAM sites to develop their communications activity and outputs

The communications specialist will:

- Work with two of our WAM sites to understand effective communication across different stakeholders. This could include frontline officers, commissioned services (for example, Appropriate Adults), the defence community, Crown Prosecution Service and wider judiciary.
- Provide bespoke support to two of our WAM sites to overcome any issues, which may include delivering training, reviewing documentation and facilitating workshops.
- Use the learning from our WAM sites to produce short and accessible resources to help other areas who might be experiencing similar issues.

### **Budget**

The budget for the project is £10,000.

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.

### **Outputs and timeframe**

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

1. A slide deck and presentation summarising key insights from the project (e.g. what were the barriers? What support was provided? What's been achieved?)
2. Short and accessible resources which can be shared with police forces and youth justice services across England and Wales. This might include:
  - visual aids (e.g. posters, infographics) which capture referral pathways or eligibility criteria
  - examples of the resources produced by our WAM sites, or a one-page overview of what partnerships should consider when developing a communications plan.

Timelines are provisionally outlined below:

<b>Activity</b>	<b>Expected time frame</b>
<b>Proposal deadline</b>	19 <sup>th</sup> January 2026
<b>Questions accepted until</b>	12 <sup>th</sup> January 2026
<b>Preferred bidder appointed (including contractual work completed)</b>	26 <sup>th</sup> January
<b>Support provided</b>	26 <sup>th</sup> January 2026 – 31 <sup>st</sup> March 2026
<b>Resources produced by</b>	30 <sup>th</sup> April 2026

### **How to apply**

We invite bidders to prepare proposals of no more than 1500 words, excluding references.

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

- Your expertise in the area of communications.
- Your experience of working with partnerships to overcome barriers and produce accessible resources.



- Your proposed approach to improving partnership approaches to communications.

Bidders have until 19<sup>th</sup> January 2026 to prepare their proposals and will be able to submit questions until 12<sup>th</sup> January 2026. 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](mailto:change.yef@youthendowmentfund.org.uk) .

## **Appendix 1: YEF scoring criteria**

1. Relevant experience of the project team (50%)
  - a. The extent to which the applicant demonstrates expertise and understanding of developing communication plans and resources that distil complex systems in simple ways.
  - b. The extent to which the proposed team demonstrates a track record of delivering high quality projects, particularly in relation to planning and delivering effective communications across partnerships.
  - c. The extent to which the proposed team demonstrates an understanding and track record of good project management and robust quality assurance procedures
2. Approach (50%)
  - a. Suitability of the approach to deliver against the project objectives, balancing the need to provide robust insights, and flexibility / tailoring with the need to be proportionate, targeted, and low burden.
  - b. Suitability of proposed strategies to access participant groups and maximise participation rates, especially senior leaders, frontline practitioners and beneficiaries where relevant.
  - c. Suitability of the proposed techniques to use learning to produce resources which can be shared with other police forces and youth justice services.

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