



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

We are looking to commission one or more specialist providers to work alongside our WAM sites to develop specific areas. The objectives for each project are:

1. Data

To implement diversion effectively, partnerships should be able to collect and analyse data to monitor performance, evaluate effectiveness and scrutinise.

We would like to commission a data and information sharing specialist to:

- Work with all four of our WAM sites to understand the barriers and enablers to effective data and information sharing. This is likely to involve visits to police force areas, speaking to police and youth justice professionals about current data sharing practices, processes and policies, and reviewing relevant documentation.
- Provide bespoke support to our WAM sites to overcome these barriers which may include producing resources, delivering training or suggesting changes to practices, processes and policies.
- Use the learning from our WAM sites to produce short and accessible resources to help other areas who might be experiencing similar issues.

2. Communications:

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 would like to commission a communications specialist to:

- 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 budgets for each project are as follows:

- Data project - £20,000
- Communications project - £10,000

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:
 - **Data:** a one-page overview of relevant legislation which permits information sharing, a one-page overview of the data joint decision-making panels or management boards should have access to monitor, evaluate or scrutinise, or a template data sharing agreement.
 - **Communication:** 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:

Activity	Expected time frame
Proposal deadline	5 th December 2025
Questions accepted until	28 th November 2025
Preferred bidder appointed (including contractual work completed)	12 th December 2025
Support provided	12 th December 2025 – 31 st March 2026
Resources produced by	30 th 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 areas of data and information-sharing, or communications.
- Your experience of working with partnerships to overcome barriers and produce accessible resources.
- Your proposed approach to improving partnership approaches to data, or communications.

Bidders have until 5th December 2025 to prepare their proposals and will be able to submit questions until 28th November 2025. 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 the project team (50%)
 - a. The extent to which the applicant demonstrates expertise and understanding of either:
 - Effective ways of collecting, analysing and communicating criminal justice data from a range of sources.
 - Developing communication plans and resources that distil complex systems or data in simple ways.
 - b. The extent to which the proposed team demonstrates a track record of delivering high quality projects, particularly in relation to either:
 - Data and information sharing for monitoring, evaluation and scrutiny.
 - Planning and delivering effective communications across partnerships.
 - c. The extent to which the proposed team demonstrate 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