

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. **Understand reach and depth of engagement:** Assess the extent to which senior stakeholders are aware of, have engaged with, and have acted on YEF's guidance and evidence, from initial awareness through to full, embedded implementation.
2. **Measure Impact:** Understand what changes in strategy, commissioning, or delivery practice can be credibly attributed to YEF's activities, what impact these changes have had, and how confident stakeholders are that these changes would not have happened without YEF's input.
3. **Identify Barriers:** Highlight challenges that limit audiences' engagement with YEF activities or their ability to act on them.

Research questions

- To what extent are named senior stakeholders (Chief Constables; Youth Justice Service Managers; Directors of Children's Services; Commissioners; Headteachers; government officials) engaging with YEF's guidance and evidence, and at what depth (e.g. from awareness, through consideration and planning, to embedded practice)?
- What specific changes in strategy, commissioning, or delivery practice can be attributed to YEF's activities, what impact these changes have had and would these changes have happened without YEF's input?
- How do these senior audiences rate the usefulness of YEF's Toolkit, Practice Guidance, and events?
- What are the biggest problems or challenges facing these sectors when it comes to preventing and reducing violence involving children?
- How can YEF better meet the needs of these specific strategic leaders going forward?

Target audience and sample

This project targets seven defined, senior populations – YEF's key audiences for our evidence and change activity. The aim is to reach as much of each population as possible. YEF holds contact details for some of these audiences but not all. Where we don't, bidders should propose how they would identify and reach the full population

Sector	Target audience	Population size
Policing	Chief Constables, Diversion Leads, or CCP leads	43 ¹
Youth Justice	Youth Justice Service Managers or Team Managers	157
Children's Services	Directors of Children's Services or Serious Violence Duty Leads,	157
Youth Sector	Local Authority Commissioners	175
Education	Headteachers or Designated Safeguarding Leads	190 ²

¹ We're aiming for representation from each force – this could be a Chief Constable or another Chief Officers, or a key thematic lead such as diversion or child-centred policing lead.

² This equates to approximately 5% of all secondary schools and further education colleges across England and Wales.

Neighbourhoods	VRU Directors, Police and Crime Commissioners, SV Duty Leads, Community Safety Partnerships	43 ³
Government	Deputy Directors and Policy Leads in the Home Office, Department for Education, Ministry of Justice	30
Total		795

Methodology

We invite bidders to propose an appropriate methodology for identifying, reaching, and securing meaningful response rates from each of the seven named audiences above. Where YEF holds relevant contact lists, these will be shared with the appointed supplier; where we do not, bidders should set out how they would identify and access the full population. YEF can support promotion through relevant sector bodies (e.g. National Police Chiefs' Council, Association of Directors of Children's Services) where useful.

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

- **Survey** to be administered across each of the seven named audiences. YEF has previously run a reach and impact survey, which we would like adapted for this iteration. In particular, shifting it to capture depth of implementation and attributable change rather than general awareness.
- **Interviews** – approximately 30 respondents in total, purposively sampled to ensure representation across all seven named audiences (ideally 5–8 per audience).

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	15 th September 2026

³ This is based on there being 43 police forces areas – we're aiming for representation from each one.

Questions accepted until	7 th September 2026
Preferred bidder appointed (including all contractual work and kick off completed)	25 th September 2026
Project completed	31 st January 2027

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, in particular how you will identify/access each full target population (where not already provided by YEF) and maximise response rates among these senior, time-poor stakeholders.
- The relevant experience of the team. Specifically, your credentials for undertaking surveys with senior/hard-to-reach professional audiences, your knowledge of the subject matter, and expertise in reaching policing, youth justice, children's services, youth sector, and education audiences.
- A detailed budget.

Bidders have until 15th September 2026 to prepare their proposals and will be able to submit questions until 7th September 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 .

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 to senior professional audiences.
- 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 identify, reach, and maximise response from seven specific, senior target audiences in full, recognising the particular challenge of accessing and engaging very senior or time-poor stakeholders (e.g. Chief Constables, Headteachers).
- 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