



**GREATER
MANCHESTER
YOUTH
NETWORK**

#YoungPeopleCan

Impact & Evaluation Measurement Consultation

Budget: £10,000

March 2022

Reviewing GMYN's impact measurement framework to better understand the effectiveness of our programmes.

GMYN is looking to hire an experienced evaluator/team to work with GMYN to help us identify and measure the impact of our programmes and services.

Our aim is for this evaluation project to focus on the following:

1. Review the delivery models of our various programmes, and monitoring methodologies to better measure the impact of our work
2. Identify GMYN's USP compared to other similar youth charities to improve our ability to communicate our impact

Deliverables	Proposed Dates
Start	May 2022
Monthly updates and meetings with SMT	<i>To be agreed</i>
Interim findings report	July 2022
Final evaluation report	November 2022



Overview

For many young people, the transition to adulthood isn't easy.

In the UK, [one third of young people are lonely](#), [half feel unready for work](#) and [half feel like they don't belong to their community](#). What's more, in Greater Manchester, [1 in 3 children live in poverty](#).

With the additional challenges of Covid-19, young people have never been more in need of support: [one million under 25s in the UK](#) are expected to face unemployment and [80% of young people](#) with a history of mental ill health have said their condition is getting worse.

At GMYN (Greater Manchester Youth Network), **our vision is #YoungPeopleCan** and we help young people in Greater Manchester overcome this. We deliver a range of development programmes and drop-in activities to help young people aged 13-25 transition to adulthood feeling skilled, supported and positive.

Our key focus is supporting young people who face significant challenges, including those with experience of the care system (looked after children and care leavers); special educational needs and disabilities (SEND); and social, emotional and mental health (SEMH) challenges.

Founded in 2007 by our Chief Executive, Alex Fairweather, GMYN has grown from a single project to become an established and highly respected charity. We have supported over 12,000 young people and now deliver over 20 programmes across Greater Manchester. In 2018, we were awarded the PQASSO Quality Mark at Level 2, the highest level available for UK charities. At the North West Charity Awards, we were winners for Best Social & Digital Media 2018 and Highly Commended in Fundraising Team of the Year 2019.

"GMYN have helped my mental health...I feel happy. GMYN is something to look forward to every week and I've learned new things. In future, I want to get a job or go to university, but I want to keep coming to GMYN to improve my life skills." Tara, 18, Young Leader (SEND)

In 2021 we launched a new three-year strategy with clear aims and objectives of where we want to be as a charity. We also began development work on a bespoke impact management system (Salesforce) to help record our data and impact through our various programmes. This system is set to be up and running in the Spring.

Through this development work we have found two key areas we need to review as a charity to better understand our impact and refine our delivery models.

1. **How we measure our overall delivery as a charity and whether it meets our purpose and strategy.**
2. **Our individual programme delivery, and how we measure each unique set of outcomes and outputs to ensure that our impact measurement systems allow us to continually learn.**

As we deliver such a variety of programmes, it is often challenging to ascertain our impact as a charity, determine the overall value GMYN brings to stakeholders and be able to record this effectively with the monitoring tools we currently use.

Proposal

We wish to hire an individual or organisation to work with Greater Manchester Youth Network (GMYN) over the coming year. Our aim is for this evaluation project to focus on the following:

1. Evaluate the delivery models of our various programmes, and monitoring methodologies to better measure the impact of our work
2. Identify GMYN’s USP compared to other similar youth charities to improve our ability to communicate our impact

Outputs and deliverables

We would expect the project to start in May and run until November and the evaluator(s) would be expected to engage with young people, staff and trustees.

Deliverables	Dates
Start	May 2022
Monthly updates and meetings with SMT	<i>To be agreed</i>
Interim findings report	July 2022
Final evaluation report	November 2022

We would expect a written report to provide an assessment of GMYN’s delivery of programmes and services, with a set of recommendations for any changes or prioritisation. We would also expect a set of recommendations for qualitative and quantitative tools to enable GMYN to better record impact going forward and for the successful bidder to discuss approaches to these with our Impact Measurement Team.

Budget

There is a total budget of £10,000 including all expenses and VAT to deliver this consultancy work.

Consultants’ Specification

GMYN will look for a consultant or team with demonstrated experience conducting an impact evaluation for a youth charity. The lead consultant and/or key evaluation team must demonstrate the following skills and experience:

- Experience of evaluating programmes and projects aimed at supporting young people to develop skills and improve/maintain their wellbeing.
- Knowledge of various qualitative and quantitative tools appropriate to measure the impact of youthwork.
- Understanding of the principles of youth work practice.
- Knowledge of relevant thematic areas of GMYN delivery: e.g. volunteering, social action, youth leadership and employability programmes.
- Understanding of the issues young people are facing and the impact this can have on their health, skills development, aspirations, and opportunities.

- Understanding of the youth sector environment including funding, strategy, political priorities, and potential opportunities for youth charities.
- Ability and proven approach to successfully engage various stakeholders including youth workers, senior managers, trustees and young people.
- A knowledge and understanding of how to apply youth impact frameworks into a bespoke CRM.

We would expect the organisation/individuals to demonstrate their quality and technical skills including key staff who would undertake the work and how these individuals have the skills and availability to provide the evaluation to a high standard.

Methodology

The delivery specification would ask for the organisation/individual's methodology to delivering this work as we would want them to have the following approach:

- Expectation to have regular meetings and updates with Managers (mix of online and face to face)
- Ability and availability to visit the provision of a section of our programmes and services, meeting participants and deliver focus groups with young people
- Flexibility to conduct the evaluation around GMYN's delivery schedule (where applicable).

Contract Management

We expect the research evaluation commissioned to begin on **2nd May 2022** and be completed by **14th October 2022**. The final report shall be submitted to Greater Manchester Youth Network Ltd (GMYN) by **7th November 2022**.

The budget is **£10,000** to include all expenses and VAT. The contract will be let by Greater Manchester Youth Network (GMYN).

The payment schedule will be:

9th May 2022 – 40%

18th July 2022 – 40% - on receipt of interim report

23rd November – 20% - on receipt of final report

The research evaluation will be managed on a day-to-day basis for Greater Manchester Youth Network (GMYN) by Fiona Shirley, Head of Programmes along with Euan Davies, Programmes Manager.

Award Criteria

Individual / Organisations proposal for undertaking this work should include:

1. A detailed methodology for undertaking the research.
2. An outline of the internal responsibilities and liaisons.
3. Details of staff allocated to the project, together with experience of the contractor and staff members in carrying out similar projects. The project manager / lead contact should be identified.
4. The allocation of days between members of the team.
5. The daily charging rate of individual staff involved.
6. A timescale for example, in the form of a Gantt chart, for carrying out the project.

7. An overall cost for the work

Proposals submitted will be assessed by Greater Manchester Youth Network Ltd (GMYN) against the following questions:

1. To what extent does the proposal demonstrate an understanding of youth sector impact monitoring and evaluation frameworks?
2. To what extent are the methodology and methods appropriate to meeting our aims as set out in this brief?
3. What degree of experience does the individual / organisation demonstrate in order to successfully complete the work?
4. How well has the individual / organisation structured a team in order to successfully manage the contract and deliver the required work to the budget and timetable required?

All costs should include VAT and expenses and include a breakdown of each person who will be working on the project, their day rate is and how many days each member of the team will be allocated to complete this consultation work.

Procurement Process

The procurement timetable will be:

Proposal return deadline: **12 noon, Monday 18th April 2022**

GMYN will notify bidders of our procurement decision week commencing: **25th April 2022**

We will let bidders know whether or not they have been successful via email.

All proposals should be sent in a word document of no more than 4 pages. Please send proposals to info@gmyn.co.uk with the title 'GMYN Evaluation and Impact Consultation – [INSERT INDIVIDUAL/ORGANISATION NAME]' by **12 noon, 18th April 2022**.

Further information

We will be holding a clarification meeting for further information and to answer questions for interested applicants on **Friday 1st April 2022 at 1.30pm** This will be an online meeting.

Please email info@gmyn.co.uk to book a slot.