

# Invitation to Tender:

## Quantify the impact of the OnSide Youth Zone network on young people

### Introduction

OnSide Youth Zones (hereafter referred to as "OnSide") is the contracting authority for this tender.

OnSide's vision is to give all young people somewhere safe and inspiring to go in their leisure time. We provide quality, safe and affordable facilities – Youth Zones – that allow young people to spend their leisure time engaging in fun but productive activities, supported by positive adult role models, which improve their life chances, choices and opportunities

Established in 2008, OnSide was the creation of Bill Holroyd CBE DL, former Chair of Bolton Lads and Girls Club (BLGC) and Jerry Glover MBE who had been the Chief Executive at BLGC for 32 years. During his time as Chair, Bill realised that other towns and cities would clearly benefit from a first-class facility like BLGC. Bolton has now been joined by Youth Zones in Birkenhead, Blackburn, Carlisle, Manchester, Oldham, Wigan & Wolverhampton.

Our established Youth Zones currently serve 30,000 members and receive over 350,000 visits per annum across the network.

We are on track to reach 20 Youth Zones by 2020, the first step towards achieving our goal of 100 in the next generation. Our first three London Youth Zones open in 2018 making OnSide a truly national charity.

### Proposed Timescales

Wednesday 14 <sup>th</sup> February 2018	Closing date for receipt of tenders
Wednesday 21 <sup>st</sup> February 2018	Interviews (if required)
Friday 23 <sup>rd</sup> February 2018	Contract awarded
w/c 26 <sup>th</sup> February 2018	Project commencement
w/c 28 <sup>th</sup> May 2018	Interim report
Friday 31 <sup>st</sup> August 2018	Draft final report due
Friday 14 <sup>th</sup> September 2018	Final report due

## Background

As the network of Youth Zones grows, it is becoming more and more important for us to be able to quantify and articulate the impact of the Youth Zone network. Independently verified information is now required to present to stakeholders at a national level; the primary audiences being Government and local authorities. Secondly, we aim to generate interest and support from private sector patrons and similar stakeholders in order to expand the Youth Zone network into new areas of the UK.

The defining characteristics of a Youth Zone are;

- To provide a safe, accessible and affordable place, where young people choose to go;
- Housed in an iconic, functional and inspiring building;
- Located in the right city/town centre location, in neutral territory that all young people from the community can share;
- Offering a service accessible and affordable by all (£5 annual membership & 50p per visit); with a clear focus on disadvantaged groups;
- Purposed for young people only and fully inclusive – in terms of gender, ethnicity and ability;
- Open when schools are closed, over 40 hours a week in term time and every day during school holidays
- Filled with committed, enthusiastic and inspiring staff and volunteers, who are key to engaging young people and getting them active;
- An exciting and fun sporting offer, often following emerging trends in the UK and around the world, alongside traditional sports that inspire young people to get active;
- Delivering the highest level of quality in terms of the building, delivery, activities, staff and volunteers - sending a clear message to young people – we value you, you are important;
- Built on the OnSide Promise – providing young people with Somewhere to go, Something to do and Someone to talk to

## Scope

Building on previous evaluation exercises (Amion Consulting – *Defining the Impact of a Youth Zone*; Copius Consulting – *Defining the Impact of the 'A Level Playing field' project* and Ecorys *Evaluating the Sport England 'Sport for Development' project*), OnSide requires an evaluation to be undertaken to demonstrate the impact of the Youth Zone network on the Youth Zone members. The evaluation should include several approaches, as described below, however alternative or additional methods can be suggested by applicants in their proposal.

It would also be helpful to reference Social Finance - *New insights into improving outcomes for at-risk youth* enabling those at risk to be defined consistently

To enable quality analysis and learning we are looking for a deep dive evaluation into two Youth Zones, Wigan and Mahdlo (Oldham), with analysis of some outcomes across the OnSide Youth Zones to explore consistency of effect.

The proposal should identify and monitor the indicators that can be used over time to assess the effectiveness of the intervention; this should include a clear survey methodology which the organisation can use to revisit/build upon data sets in the future.

Any research undertaken during the course of this project should identify how survey members/groups were chosen and which must be done in a way which ensures fair and reasonable representation and avoids bias. This methodology should then be reflected back to the audience in the final report to build the credibility of the findings.

Previous studies can be made available as part of the tender process.

## The research question

### **When a Youth Zone opens, based on research evidence, what outcomes for young people and impacts on society can we expect to see?**

In answering this question we have defined our goals, the associated outcomes and our expectations from this evaluation. We recognise that the outcomes are not limited to these and would value reporting on any additional outcomes determined through the research. The research is divided into 3 parts;

- A. A deep dive on two established Youth Zones – Wigan and Mahdlo – using a control group to assess improvements in outcomes for members against an appropriate comparison group
- B. Looking at a smaller selection of outcomes across the network of Youth Zones to understand consistency of outcomes. The aim is to reach all the existing network of Youth Zones, working with the responses gathered in the timeframe.
- C. Undertaking a survey of new members at a new Youth Zone – Chorley – to establish the activity levels as a member of a Youth Zone compared to how they were previously spending their leisure time. Using the OnSide Impact Evaluation framework as a guide, measure the improvement in the outcomes for young people from being a member of a Youth Zone

Access to external data sources will be critical to provide a comparable dataset to define the level of impact of the Youth Zone network has on its members.

#### **A. Outcomes for Young People: Deep dive at Wigan and Mahdlo Youth Zone**

##### **Goal 1: To give young people a safe place to go to have fun and grow**

*Expected outcomes: we improve confidence, social skills, friendships and social capital, this has a broader impact on cohesion and youth ASB and crime.*

Research requirements:

#### Assessments of the outcomes achieved through the universal offer

- i. Of the universal Youth Zone population (taking a random sample of 100 of our top 300 attendees at each Youth Zone); how does the Youth Zone impact on young people against the OnSide Impact Evaluation framework compared to a control group to assess what would have happened had the Youth Zone not been in place.
- ii. How does frequency of engagement correlate to outcomes experienced?
- iii. Do the Youth Zones effectively engage a cross section of the community and do all young people experience the outcomes verified?
- iv. How does the delivery of this universal offer impact on the effectiveness of identifying those who need more targeted support and how does it add support the outcomes they experience through that targeted offer?

#### Assessment of impact on cohesion

Taking a random sample of 100 of our top 300 attendees at each Youth Zone and drawing on publicly available data, how does the Youth Zone impact on community cohesion?

#### Assessment of impact on youth crime and ASB

Drawing on publicly available data (for example the crime data available at <https://www.police.uk/>), demonstrate the impact of the opening of a Youth Zone on youth-related crime in the immediate Youth Zone locality;

- i. Is this impact maintained over time?
- ii. It is possible that the reduced crime was simply displaced?

### **Goal 2: Help young people lead healthier happier lives**

*Expected outcomes: Improved physical health, mental health and improved healthy behaviours*

#### Research requirements:

- i. Taking a random sample of our top 300 attendees at each Youth Zone; how does the Youth Zone impact on young people in terms of:
  - o Moving young people from inactive to active
  - o Improving their physical health
  - o Improving their mental health
  - o Supporting young people to make healthier choices e.g. sexual behaviour, substance use /abuse, healthy eating etc.compared to a control group to assess what would have happened had the Youth Zone not been in place.
- ii. How does the level and type of outcomes experienced correlate to young people's engagement with the universal and targeted offer

### **Goal 3: Enable young people to better face life's challenges**

*Expected outcomes: increased awareness of and ability to manage own emotions, increased resilience and improved problem solving*

Research requirements:

- i. Taking a random sample of 100 of our top 300 attendees at each Youth Zone, how does the Youth Zone impact on young people's resilience
- ii. How does the level and type of outcomes experienced correlate to young people's engagement with the universal and targeted offer?

### **Goal 4: Help young people to raise their aspirations and achieve in education and employment**

*Expected outcomes: Increased aspirations, increased determination to succeed, young people are more 'ready for work' and are supported to move into employment. We anticipate this results in an increase in the number of young people moving in to meaningful careers. Anecdotal evidence indicates that we improve attendance at school and attainment*

Research requirements:

We would like to understand any direct link between the universal services we offer and educational attitude/attendance/attainment. It is likely that our universal services enable a wider impact and this can be established using control groups. To present a compelling case as a result of this evaluation, we would like to understand the theory of change that has brought about any identified impact. The evaluators would then need to interrogate this theory of change and verify it by sampling a group of young people against the control group.

- i. we want to sample our most regular attendees (taking a random sample of 100 of our top 300 attendees at each Youth Zone) to analyse trends and impacts on educational attendance, attitude and achievements, with an evaluation against peers in a comparable non-Youth Zone geography with similar demographics; i.e. what would have happened in the absence of the Youth Zone and what could we expect to see in future Youth Zones.
- ii. This will likely require consultation with the Department for Education and access to the National Pupil Database; using the characteristics of the sample group, could we predict the likely educational outcome for that group at age 16, should participation in the Youth Zone not have occurred?

How do our work streams such as the *Get A Job* programme, job clubs and other employability and enterprise themed initiatives affect the employability prospects and outcomes of our young people?

- iii. Many of these work streams – primarily the *Get A Job* programme – are widely acknowledged as successful, however consideration must be given as to how the programmes work, the extent to which they are responsible for achieving the employment outcomes claimed and what would have happened without the project including the possible displacement of results.

- iv. This will likely require consultation with local Job Centres and the Department for Work and Pensions, who have a significant amount of data that can help to identify the likely outcomes for a similar demographic group who had not participated in this project. We also need to understand why they specifically value the programme over the other providers and what they see as the critical success factors.
- v. Equivalent comparator: Consider outcomes for our young people vs. young people in Wigan who have not participated in the programme.

**Goal 5: We strengthen communities by supporting young people to be empowered, active, caring citizens.**

*Expected outcomes: we increase leadership skills, young people feel empowered and more active in their community*

Research requirements:

- i. Taking a random sample of 100 our top 300 attendees at each Youth Zone, how does the Youth Zone impact on young people:
  - o Feeling part of their community
  - o Contributing to their community e.g. through social action or volunteering
- ii. How does the level and type of outcomes experienced correlate to young people's engagement with the universal and targeted offer?

**Supporting Public Services**

Research requirements:

Undertake an assessment of public services' perspective of the impact of OnSide Youth Zones, the specific strengths as a local provider and the strength of the relationships. This would include surveying a range of services for example Children's Services, Social Services, Troubled Families/Early Help Teams, Children's Social Care, Job Centre Plus and CAMHS.

**B. Consistency of outcomes across the network**

Research requirements:

1. Particularly focusing on physical health, mental health, aspirations and achievement, cohesion and youth crime/ASB assess whether the results from Mahdlo and Wigan reflect the results across the wider network.
2. Look at how effective the Youth Zones are at reaching the most vulnerable groups of Young People including young people experiencing multiple disadvantages, looked after children/children, children with additional needs, young people with emotional health issues and those involved in crime.

- i. What are the rates of Youth Zone participation (frequency of visit) amongst these groups and do the Youth Zones attract a representative, or higher than representative, proportion of these groups from their surrounding geography?
- ii. Critically, what is the impact of engagement with the Youth Zone on these groups?

### **C. Impact on Outcomes for Young People Joining a Youth Zone**

Establish a base line for young people in Chorley working with the Youth Zone to best utilise the data they gather as members join and undertake an additional survey of members to provide supplementary information on activity levels prior to the Youth Zones existence.

Identify the change in activity levels from being an active member of a Youth Zone compared to how they were previously spending their leisure time.

Using the OnSide Impact Evaluation framework as a guide, measure the improvement in the soft outcomes for young people from being a member of a Youth Zone.

### *Stakeholders: to be consulted*

#### **Primary research**

Due to the relatively young lives of the Youth Zones, it will be necessary to collect both primary data and secondary/anecdotal evidence. The tender should include a significant provision to allow the bidder to conduct a range of group based/individual sessions and questionnaires in a face to face context as well as outlining a precise survey methodology and the proposed steps to avoid selection bias and skewed reporting. This could be supported by remote or app-based data collection (for example feedback delivered via an App, website or other medium).

**Local Authority:** working in partnership with the Local Authority/statutory bodies, there is a data analysis exercise required to understand the effect on the lives of our young people. This will involve accessing data outside of the Youth Zone – for example attendance at school and academic attainment.

**Local Public Services:** publicly available crime and safety data may be available remotely, however this will be enriched through first person consultation. It is likely that the police and fire service can articulate any impact on anti-social behaviour, public disturbances, petty theft, arson and offer more local statistics on these types of crime rates in the areas surrounding existing Youth Zones.

**Local community,** parents, carers, guardians of Youth Zone attendees. We understand that sometimes parents are well placed to articulate the impact the Youth Zone (or any external influence) has had on their child, on their wellbeing, confidence etc. where time allows this anecdotal evidence may add a valuable narrative to the research.



**Young people:** you may find it appropriate to consult with both members and non-members of Youth Zones.

## **Desk based analysis**

An in-depth review of external information is essential. This should incorporate publicly available stats which relate to areas within the research question. However, it will also be critical to have the ability to access stats which are held by Local Authorities and within public services. All stats should then be considered in line with other local and national factors that may have also effected change across the study period (both positive and negative) and tested against countrywide trends.

Once all data is collated, a period of analysis will follow. The analysis stage should consist of a statistical investigation against given hypotheses in order to define the completeness of the effect (i.e. fully attributable to the Youth Zone; partly attributable to the Youth Zone; the Youth Zone had a contributory effect; no effect).

## Research audience

### **Government**

**Local Authorities;** both those regions which already have a youth zone, and those who may in the future

**Major Funders, existing and potential new funders**

**Strategic partners**

**OnSide & Youth Zones Board members**

## The geography

For the purpose of this research, we are focusing on nine sites. These are;

**Bolton Lads & Girls Club** 18 Spa Road, Bolton. BL1 4AG

Established c.1890

**Blackburn Youth Zone** Jubilee Street, Blackburn, Lancashire, BB1 1EP

Opened March 2012: falls within Local Authority Blackburn with Darwen Borough Council

**Chorley Youth Zone** Inspire, Chorley Youth Zone, Chapel Street, Chorley, PR7 1BS.

Opening April 2018: falls within Local Authority Chorley Council

**Carlisle Youth Zone** Victoria Place, Carlisle, CA1 1LR

Opened September 2011: falls within Local Authority Carlisle City Council

**The Factory Youth Zone,** 931 Rochdale Road, Harpurhey, Manchester M9 8AE

Registered office:  
Atria, Spa Road, Bolton, BL1 4AG  
Company no. 06591785  
Charity no. 1125893  
VAT registration no. 145 0616 34





Opened February 2012: falls within Local Authority Manchester City Council

**Mahdlo Youth Zone**, Egerton Street, Oldham OL1 3SE

Opened March 2012: falls within Local Authority Oldham Council

**Wigan Youth Zone**, Parson's Walk, Wigan WN1 1RU

Opened June 2013: falls within Local Authority Wigan Council

**Wirral Youth Zone** The Hive Wirral Youth Zone, Bright Street, Birkenhead, Merseyside, CH41 4EA [NB registered address is Atria, Spa Road, Bolton, Greater Manchester, BL1 4AG]

Opened April 2017: falls within Local Authority Wirral Council

**Wolverhampton Youth Zone** The Way Wolverhampton Youth Zone, School Street, Wolverhampton, WV3 0NR

Opened January 2016: falls within Local Authority Wolverhampton City Council

## Outputs required

The following outputs will be required:

- A brief/Interim report week commencing 28<sup>th</sup> May covering the initial findings from the public services assessment of OnSide's impact, the assessment of Youth Zones' impact.
- A draft final report by 31<sup>st</sup> August
- A final written report with a short standalone executive summary; an electronic version in both Word and PDF format by 14<sup>th</sup> September
- A slide deck on key findings;

The report will involve collating the findings in a clear and informative document which presents compelling evidence-based conclusions on the impact of Youth Zones on young people to date and the outcomes that could be anticipated when opening a Youth Zone. A series of practical recommendations on how we can improve our understanding of evaluation methodologies and the impact of our work should also be made; the final report will include the indicators that can be used over time to assess the effectiveness of the intervention and make recommendations on improvements we can make to our monitoring and evaluation when opening a Youth Zone to better evidence outcomes and long term impacts.

## Contract term

It is anticipated that the contract will commence in February 2018 and will run to September 2018. This research project will be managed by Fiona Norcross, Head of Systems & Finance, and Helen Taylor, Network Director.

## Terms & Conditions

OnSide reserves the right not to award the contract.

OnSide will retain any and all Intellectual Property Rights produced at a cost to this contract.

OnSide shall pay the contract within 30 days of the receipt of a valid invoice, provided that the organization is satisfied that the services for which the invoice relates have been performed in accordance with the contract.

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The successful bidder will be subject to a Data Sharing Agreement.

## Tender Submissions

OnSide requires a bidder with strong evaluation experience and familiarity with social impact analysis, specifically where the National Government is the primary audience.

Bidders should provide details within their tender proposals of:

- Proposed model for delivery which will meet the required specification requirements and will achieve the required outputs detailed.

This should include proposed timetable and milestones, number of man hours involved at each stage, named individuals, attendance at meetings, deliverables e.g. reports etc., contingency plans;

- Tenders should include the complete price for this work, inclusive of VAT and all expenses. This should be appended by a full cost breakdown of the proposal. This should include details of the numbers and status of staff involved, their time and associated costs. VAT and expenses should be identified separately;
- Past relevant experience – identifying similar social evaluations and experience of undertaking evaluations that have National Government as an intended audience;
- Details of any external services, which you may call upon in executing the contract;
- Methodology for data collection & consultation, including sizes of sample groups.

Tenders should be a maximum of 10 pages in length, including appendices. We would expect the research to be completed in the region of £30,000-40,000.

## Decision Criteria

Tenders will be evaluated against the award criteria below, bidders should demonstrate:

- Quality of tender and suitability of proposed solutions in relation to the tender requirements and scope (20%);
- Innovation and flexibility in approach to data collection/analysis (particularly amongst given sources – young people and government bodies), compelling presentation of research findings (35%);
- Expert knowledge and track record of delivering similar work (15%);
- Price, including cost competitiveness and value for money and ability to complete to timescales (30%).

All tenders should be submitted to [Fiona.norcross@onsideyouthzones.org](mailto:Fiona.norcross@onsideyouthzones.org) by 5.00pm, Wednesday 31<sup>st</sup> January 2018.

Bidders may be short-listed, and then be required to present or take part in a telephone interview. Should this be the case, OnSide will use the criteria as stated above to revisit the original scores following clarifications and presentations.