

# EVALUATION OF AMPLIFY NI

**Invitation to tender**

The Young Foundation, June 2017

## **About the Young Foundation**

Inequalities are widespread, complex and affect many areas of people's lives. We are a research and action based institute with a formidable track record of confronting inequality.

We work across the UK and internationally to create insight and innovations which put people at the heart of social change. We do this through research, work with communities and social innovation.

We have created and supported over 80 organisations including: Which? The Open University, Language Line, Social Innovation Exchange, School for Social Entrepreneurs, Uprising and Action for Happiness.

## **About AmplifyNI**

At Amplify Northern Ireland (NI) we believe everyone can make a difference, and that positive social change is most likely to happen when people from every part of society are involved. We bring people together to:

- Understand their experiences of inequality by spending time with people in their own places
- Help them develop ideas together for improving their communities
- Create and grow innovative projects, collaborations, organisations and campaigns to make change happen
- Support connected movements of people working and learning together

Our approach is not just working here in Northern Ireland its but is now spreading across the world! By helping people to act together we can make our communities better places to live, work, and grow up.

AmplifyNI is powered by the Young Foundation and funded by National Lottery players through the Big Lottery Fund.

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## Overview

The Young Foundation, on behalf of Amplify Northern Ireland (NI), would like to commission an independent organisation to conduct an evaluation of AmplifyNI, a four-year research and action programme which works with people to create solutions and changes to the inequalities that face us all. The evaluation will commence in August 2017 and will deliver:

- An initial formative evaluation to support ongoing learning and development
- A final summative evaluation within three months of the end of the programme

This document sets out the purpose and requirements for the evaluation, and instructions for submitting a proposal.

## About AmplifyNI

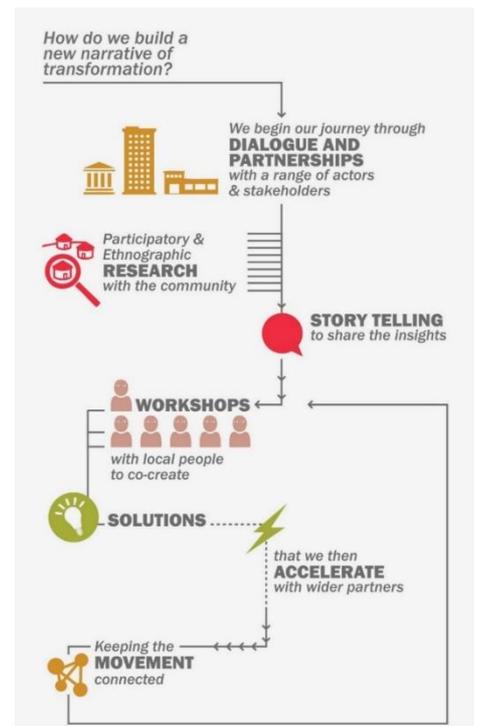
AmplifyNI is a four-year programme between different organisations in Northern Ireland (delivered in Belfast, Derry-Londonderry and Enniskillen), funded by The Big Lottery Fund and led by The Young Foundation. Although scoping and pilot work began in 2014, the phase of the programme for which we are seeking evaluation will be from November 2015 through to November 2019.

The programme works with people to create the conditions for social change within communities and solutions to the inequalities that face us all. It uses a variety of methods to achieve this including ethnography, participatory research, community engagement and support for social innovation. The overarching aim of the programme is to tackle and reduce inequality. In the short to medium term the programme seeks to ensure that:

- People are better able to understand the inequalities, assets and shared values across their communities
- New narratives of transformation are established around which citizens and organisations take action
- A movement is established of citizens and organisations working together to advance social innovation to reduce inequality
- Innovations are developed by local people and organisations to reduce inequalities

A comprehensive list of the intended outcomes of the programme can be seen in Appendix 1.

More information about AmplifyNI is available on the website:  
<http://www.amplifyni.org/>



## **Purpose and aims of the evaluation**

We are seeking an experienced and independent organisation to conduct a robust evaluation of AmplifyNI. The overall purpose of the evaluation is to learn about how the programme has worked and the impact it has had in order to facilitate formative learning which can be put into effect during and after the programme. The evaluation aims include:

- To test and refine the Theory of Change underpinning the programme
- To evidence and summarise the activities and outputs of AmplifyNI, including exploring the different strands of activity within the programme
- To review internal monitoring and evaluation processes and to advise accordingly
- To assess the extent and ways in which AmplifyNI has been implemented a) as intended and b) effectively
- To identify any internal or external challenges the programme has encountered and the ways and extent to which these have been overcome
- To explore and assess the extent to which AmplifyNI has brought about the impact and outcomes that it seeks to achieve, where it has done so and why, and where and in what ways its impact could have been greater
- To identify formative lessons learned and recommendations for the future design and delivery of the programme, both during and at the end of the programme

As well as using the evaluation for the purpose of learning and development, we also seek to use it for the purpose of communicating about the programme's implementation and impact with a range of external audiences.

## **Evaluation outputs**

We require the evaluation provider to deliver the following outputs and deliverables:

- A theory of change and evaluation framework (including detailed evaluation questions) to underpin the evaluation
- An initial formative evaluation report by December 2017 which should focus on the programme's implementation from November 2015 and impact achieved to date.
- A final evaluation report by February 2019 which provides a summative assessment of the overall programme (its implementation and impact), including lessons learned for future Amplify programmes in NI or elsewhere
- A community-facing output to communicate the findings of the final evaluation
- A presentation (to an audience of our choosing) to communicate the key findings of the evaluation

## Evaluation methods

We invite interested providers to put forward a methodology which will best allow them to fulfil the aims of the evaluation within the required budget and timeframe, and in relation to the outputs described above. Nevertheless, we expect the methodology to include the following elements:

- A mixture of quantitative and qualitative methodologies
- Drawing on existing evidence, documentation and data which the AmplifyNI team has collected
- Drawing on the insights, perspectives and experiences of:
  - AmplifyNI staff and partners
  - People who have or are directly participating in the programme (including a strategy for engaging these people in the evaluation)
  - People less directly involved in the programme but who may have useful insights (including a strategy for engaging these people in the evaluation)
- Revisiting some of the same evaluation participants at more than one point in time to explore their experience of the programme over time
- A balance between an overarching exploration and assessment of the programme, as well as more in-depth analysis of key cases (e.g. of people's experiences, of events, and/or of social innovations)

## Selection criteria

We are seeking an evaluation provider who meets the following criteria:

- Extensive experience and successful track record of conducting longitudinal evaluations using mixed-methodologies
- Demonstrable knowledge and expertise in relation to one or more of the following areas: inequality, social action, ethnographic and participatory research, and social innovation
- Experience conducting sensitive, ethical and inclusive research with a wide range of people, including vulnerable groups and cross-community groups.
- Ability to work flexibly and to be available for the lifetime of the project
- Preferably based in Northern Ireland
- References from two previous clients

## Key dates

The table below presents the intended timeline for the commissioning and delivery of the evaluation.

Milestone	Date
ITT published	15/06/17
Deadline for questions	07/07/17
Evaluation candidates short-listed and notified	28/07/17
Interview of short-listed providers	04/08/17 (provisional)
Successful provider notified	11/08/17
Project launch meeting	21/08/17
Initial evaluation report delivered	15/12/17
Final evaluation report delivered	28/02/20

## Submitting a response

In order to submit a proposal to fulfil this tender, please submit a proposal of no more than 15 pages to Roger Warnock (Programme Lead Ireland) at [roger.warnock@youngfoundation.org](mailto:roger.warnock@youngfoundation.org) by 5pm on Friday 21<sup>st</sup> July. The proposal should include the following elements:

- A description of the provider organisation
- Understanding of our requirements
- A detailed proposed methodology
- Risk analysis
- Ethical considerations
- Examples of three relevant research or evaluation projects delivered within the last five years
- Details of approach to project management, including a project plan
- Details of proposed team for the project (CVs can be included in an appendix)
- A full and fully inclusive cost breakdown (including day rates and overheads)

## Questions about this ITT

Any questions about this ITT should be sent to Roger Warnock (Programme Lead Ireland) at [roger.warnock@youngfoundation.org](mailto:roger.warnock@youngfoundation.org) by 5pm on Friday 7<sup>th</sup> July.

## Budget

The overall and total budget for this evaluation is £60,000 (including VAT and all expenses).

## **Appendix 1: AmplifyNI intended outcomes**

### **1. People are better able to understand the inequalities, assets and shared values across their communities**

#### **1.1 People are trained to research inequality, community assets and values**

- Number of people trained
- % people rating training as something they would recommend or highly recommend to others

#### **1.2 People take part in the research as participants**

- Number of people taking part

#### **1.3 People access and value the research findings**

- Number of people attending events where research findings are presented
- % people attending events where research findings are presented that report they gained new useful or very useful insights into inequality, assets and values across local communities (recorded via event feedback form)
- Total number of people viewing research findings on line (unique visits to view them on our website)
- % people who view research findings online that rate them as useful or very useful

### **2. New narratives of social transformation are established around which citizens and organisations take action**

#### **2.1 The narratives motivate people to take action**

- Number of people attending events where the narratives are presented
- % people attending events where the narratives are presented who report that they have been inspired to take action (recorded via event feedback form)
- % people involved in the programme who report that they have taken action following inspiration from the narratives (recorded via a survey of programme participants)

#### **2.2 The narratives are promoted by local people, organisation, media and press**

- Narratives receive coverage in local press and media
- Narratives are shared on social media
- Narratives are shared through the communications channels of local organisations (through their newsletters and blogs)

#### **2.3 The narratives influence the work of local organisations**

- Narratives are sighted as a rationale in the strategic or business plans of local organisations

### **3. A movement is established of citizens and organisations working together to advance social innovation to reduce inequality**

#### **3.1 people volunteer to help organise the movement**

- Number of people who volunteer to help run AmplifyNI activities

#### **3.2 People participate online**

- New people register on our bespoke online platform
- New people follow Amplify on social media
- People crowd fund innovations online

#### **3.3 People participate in events**

- People attend Amplify events

### **4. Innovations are developed by local people and organisations to reduce inequalities**

#### **4.1 Innovations to tackle inequality are identified**

- Number of innovations identified

#### **4.2 Innovations complete the Accelerator programme**

- Number of innovations completing the Accelerator
- % of innovations that start the Accelerator that complete the programme
- % people on the Accelerator that report on completion that they would recommend or highly recommend the programme to others.

#### **4.3 People benefit from the work of new innovations to tackle inequality**

- Number of new direct and indirect beneficiaries across all innovations completing the Accelerator

#### **4.4 Innovations to tackle inequality have the resources they need to scale**

- Innovations on the Accelerator receive new social investment
- Innovations on the Accelerator recruit new volunteers

#### **4.5 Innovations to tackle inequality create new jobs**

- Number new jobs created across all innovations completing the Accelerator