

## Invitation to Tender

October 2014

### Independent project Evaluator, Community Engagement Project

Scottish Communities Climate Action Network (Scottish Communities CAN) is seeking to appoint a consultant to evaluate the effectiveness and impact of a new project which will provide bespoke peer or 'Expert' advice and support to for community groups taking action on climate change. Details of the project are given below. For information about Scottish Communities CAN see [www.scottishcommunitiescan.org.uk](http://www.scottishcommunitiescan.org.uk) . Changeworks is contracted by the Scottish Government to provide Scottish Communities CAN secretariat administration and project support.

The impact of the project will be assessed through an independent evaluation. The evaluation needs to include an assessment of the starting ('baseline') capacity of each participant community group, and a follow-up assessment of the changes in their skills and confidence and of the effectiveness in engaging a wide cross-section of their community and in securing behaviour change.

### Timeline and guide price

The deadline for submitting a tender is 17:00 on Monday 10 November 2014. Tender submissions should be sent to Liz Partington (Operations Director) [lpartington@changeworks.org.uk](mailto:lpartington@changeworks.org.uk). Tenders should provide a proposed methodology, identified risks and summary of experience and expertise related to the topic.

The Evaluator will be appointed by 30 November 2014. Groups will be selected to be part of the project and appointed mentors/coaches during December 2014 for commencement of project in January 2015. The Evaluator will carry out a simple 'baseline' evaluation of each group's starting position and issues at the outset.

Support to community groups will be delivered over the period February-July 2015. The evaluation will take place in July-August 2015, and should be completed by 30 September 2015 including billing. Please indicate on your tender that this timetable is acceptable. Required outputs will be a report with key findings and recommendation to input into the project dissemination. We anticipate approximately 6 days of work.

The guide price for this work is: up to £2,700, inclusive of expenses and VAT. Please provide a breakdown of costs and indicate if VAT will be applied.

### Project details

The Scottish Communities CAN project "Bespoke Peer or 'Expert' Advice and Support – Pilot project for 12 communities" aims to form a group of individuals and organisations with experience of effective community engagement techniques, to act as mentors or consultants to 12 community groups.

This support seeks to address the two key challenges our members tell us they face in their community engagement work:

Scottish Communities CAN receives a grant from Scottish Government to provide a Secretariat, currently provided by Changeworks. Steering group and task group members give their time voluntarily.

- How can community projects broaden their appeal to engage with a greater cross-section of their community (beyond the 'usual suspects')?
- How can community projects deepen their engagement to ensure that interest in their activities leads to lasting behaviour change and commitment to a low-carbon future?

It proposes to offer one of two options to the recipient community groups:

### **1. Consultancy**

Around 3 days of support would be made available to the group, delivered over a short period of time. The consultant will meet with representatives of the recipient group to understand their support needs, and develop solutions with or for them to suit their needs.

*Scenario – Community X have funding for a new project which aims to deliver energy advice to households in their village. They have ambitious targets and only 18 months to deliver. Community Z have run a similar project for several years and their Marketing Coordinator is appointed as a consultant to help Community X. She meets them to understand their project's targets and wider aims, then develops a written 'Engagement & Marketing Plan' for their project, building on her learning in her own community while taking into account the unique local knowledge of Community X. She also helps them develop marketing materials such as website copy, template emails and flyers for a street-by-street energy saving campaign, and delivers a short training session to Community X's staff and volunteers to make sure they can make the most of the resources. The new project gets off to a flying start, fast-forwarding several months of learning.*

### **2. Mentoring**

Around 3 days of support would be made available to the group, delivered over a 6 month period. Support will take a coaching and capacity building approach and the support needed will be different for each recipient group.

*Scenario – Community A are a purely voluntary group who engage their community around local food and growing. They would like to develop their capacity to inspire lasting behaviour change in their community. Consultant B is appointed to support the volunteers to develop and implement their own solutions. He meets them to understand their aims and activities, and develops a bespoke programme blending training, mentoring and consulting. This starts with a workshop for the group to develop a logic model for their project idea, and to understand it in the context of the ISM model. He then supports the team as they make their own plans. This ongoing support takes the form of follow-up meetings and telephone support over a 6-month period, and helps the group reflect on their work's success, develop specific activities and resolve difficulties. He also provides specialist knowledge or advice when needed.*

### **Dissemination**

The learning of the 12 participant communities will be captured in a set of written case studies, plus a short 'top tips' document, for wide dissemination to communities taking action on climate change. Participants are also required to share their learning and experience by contributing to the Scottish Communities CAN blog, and taking part in events. Presentations and workshops to disseminate the learning from the project will be included in the next Scottish Communities CAN Annual Gathering, in spring 2015 and in future Climate Challenge Fund gatherings.