

Invitation to Tender –
Evaluation of the Planet Youth in Scotland Programme



Summary

Winning Scotland, a charity focused on children and young people's well-being, wishes to appoint an independent provider to undertake a programme evaluation of the Planet Youth approach in Scotland, for which a pilot phase is currently being grant-funded by Scottish Government.

This evaluation will involve assessing the effectiveness of the approach and its underlying processes, the impact of the pilot as it unfolds, and the wider future potential of the approach for Scotland. We wish to understand how effective the implementation of the Planet Youth model has been (within the coalition areas and nationally), capture learnings and identify indicators of future success.

Bidders are also invited to make recommendations on next steps in light of the evaluation findings, e.g., around the value of future investment, and the possible development of the approach to lever more value in the Scottish context.

Background

[Planet Youth](#) is a data-driven community-partnership approach designed to address local issues affecting young people and so improve their health and well-being. Based on the [Icelandic Prevention model](#), it involves taking a snapshot of teenage life in a local area through school-based pupil surveys, then working with the surrounding community to develop tangible action plans in light of the insights gathered. There is also a role for national and local government around policy alignment which will be a particular focus in 2024 and beyond.

Since 2018, Winning Scotland has been working with a number of local Coalitions, driven by authority and health board partners, to implement the Planet Youth model in Scotland. Following an initial Winning Scotland led cycle of activity spanning five areas and 13 schools, the Scottish Government has committed to significant investment in Planet Youth to enable a two-year pilot, to conclude at the end of March 2025.

Winning Scotland has been given grant funding to test the relevance of the Planet Youth model for Scotland, and its potential for the future, e.g., through expansion at national level. The pilot work being facilitated by Winning Scotland is being undertaken in the six local authority areas, below, in 2023, in conjunction with 24 schools and two special settings.

- Angus
- Argyll and Bute
- Clackmannanshire
- Dundee
- Highlands
- West Dunbartonshire

As part of this programme, an overarching **Theory of Change (Appendix A)** has been developed. Each local authority has been given the opportunity to adapt this to create their own, local theory of change, while adhering to the Planet Youth approach - i.e., the ten-step model set out in the Planet Youth Implementation Guide, spanning four domains of young people's lives, namely parents, peers, school and leisure.

Over-arching Programme Evaluation Structure

A phased approach to the overall programme evaluation will be taken. Given the tight timescales for the pilot, this invitation to tender is for **Phase 1**.

1. In the first phase, evaluation work will focus on **progress, achievements and learning during the period April 2021 – March 2024**, though reference may be made to prior work where relevant.
2. A subsequent phase will then focus on progress, achievements and learning during the remainder of the pilot period, i.e., April 2024 – March 2025 (building on Phase 1 work) culminating in a final report, ideally encompassing phase 1 and 2.

The scoping of Phase 2 evaluation work will be finalised in spring 2024 in light of the Phase 1 work, and subject to funding. With a view to continuity, the successful bidder for Phase 1 will be offered the opportunity in first instance (subject to satisfactory delivery in Phase 1).

Requirements and research questions

The Icelandic Prevention Model demonstrates that significant movement in trends around risk-taking behaviours (such as alcohol and drug use) and improvements in well-being outcomes generally take some time to be seen. As the Planet Youth in Scotland pilot is in its infancy, we expect the evaluation to look for indicators that the activities are contributing towards the required factors through which long-term change will be created.

Therefore, the initial task is to **undertake a piece of research which considers the pilot's progress against the theory of change**. Particularly considering the implementation of the project in each local area (including process evaluation) and identifying factors within each coalition that are enablers of, or barriers to, success. The current theory of change was developed in 2023 through a participatory approach with pilot coalition stakeholders and will form the basis of the initial research e.g., are the expected stakeholders involved? Are the risk factors and supporting factors being considered at coalition level? Does it support stakeholders to understand their role and contribution? Are interventions sufficiently upstream?

In addition to this, we would like an **initial set of indicators to be identified and proposed as a framework** which will support Winning Scotland in evidencing progress of the expected

outcomes. These are likely to reference intermediary outcomes that are required steps to achieving the broader outcomes for young people that have been seen to be longer-term goals for the programme in other countries. This framework should identify clearly the leading and lagging indicators for Planet Youth (i.e., inputs / outputs / outcomes), and appropriate ways of measuring these. It should be aligned with other relevant monitoring frameworks as appropriate, such as the Scottish Government's National Performance Framework ([National Performance Framework | National Performance Framework](#)) or relevant Public Health Scotland work).

In Phase 2 this framework and understanding of programme implementation will be used to continue the evaluation of Planet Youth in Scotland and inform the programme structure.

Suggested research questions to answer through the initial review, process evaluation and development of a framework of indicators include:

1. How effectively is the Planet Youth model being implemented in the local authority areas (and their Planet Youth communities) involved in the programme? What are the commonalities and what are the differences?
2. How is the investment creating positive environments for change (e.g., driving culture change around data-driven collaboration), across the four domains set out in the Planet Youth model, and at different geographical / institutional levels?
3. How has the role of Winning Scotland unfolded, as a national, central facilitative partner with a focus on upstream prevention? What about the roles of other national-level bodies?
4. What lessons are being learned, across the different levels (local community; Coalition; and national) about undertaking primary prevention work for young people? Particular attention should be given to enablers as well as barriers.
5. What pre-requisites might there be, and what barriers to tackle, for possible new areas seeking to join the programme, to ensure the Planet Youth approach can be implemented as effectively as possible?
6. Is this a viable model to expand nationwide? What questions have yet to be resolved?

Finalised research questions will be agreed as part of the inception stage of this project and are not limited to the above.

Methodology

Bidders are invited to propose the methodology they deem most appropriate to successfully answer the core research questions here. The work will likely use a mixed method participatory approach, including any or all of the following elements:

- Analysis of the programme process-implementation data being amassed by Winning Scotland as the pilot phase progresses.

- Conversations (e.g. structured interviews, focus groups, or potentially other qualitative data-gathering approaches) with Winning Scotland, local partners, local and national stakeholders.
- Data gathering through survey tools from other specified stakeholder groups, as appropriate for the research questions to be answered effectively.

Programme data and information that might be used includes:

- Process follow-up data gathered from each Coalition on a quarterly basis
- Meeting notes and other programme documentation
- Coalition action plans and locally adapted theories of change where available.
- Pupil survey data from Nov 2021 and Sept 2023 (in progress), spanning a range of variables around risk and protective factors, as well as risk-taking behaviours and general sentiment.

Bidders are invited to suggest other data they might use to ensure a robust evaluation (including additional primary data-gathering, as appropriate).

Deliverables

1. An end of Phase 1 report including a framework of indicators for ongoing monitoring of intermediary outcomes.

The report should be accompanied by a standalone executive summary of no more than 2 pages. Additional supporting outputs may include stakeholder presentations, a slide deck, infographics and case studies.

The main audience for these outputs will be the board of Winning Scotland and the Drugs Policy Unit at Scottish Government. The outputs will also be shared with other stakeholders as appropriate, particularly more broadly within Scottish Government, and organisations like Education Scotland, Public Health Scotland, COSLA, and Police Scotland.

Other audiences include the current local partnerships implementing Planet Youth in their areas, and prospective local partnerships interested in getting involved. In addition, outputs will be shared in appropriate ways more widely for those with an interest in primary prevention and systems change. Outputs should be produced with the primary audiences in mind but written to cater to the widest possible audience.

2. Key findings presentation at a Planet Youth in Scotland conference in March 2024.

This will be held in a central location on a date TBC and we would like the evaluator to deliver a session sharing the learning so far, questions that remain and preview phase 2.

In addition to the above deliverables, it is expected that the appointed evaluator will meet frequently (roughly monthly) with Winning Scotland, to keep them informed on progress, discuss any issues arising, and share important emerging findings throughout the process.

Timeline

The project milestones are set out below, with the primary need being for findings and recommendations as appropriate to support programme development discussions in summer 2024 for the coming year, and potentially beyond.

Milestones	Date
<i>Tender Process</i>	
Competitive invitation to tender issued	Tue 19 September 2023
Deadline for provisional Notes of Interest, and for any final queries and clarification questions	Mon 9 October 2023
Deadline for tender submissions	Mon 23 October 2023 Midday
Conversations with potential evaluators	26/27/30 October 2023
Successful bidder appointed	1 November 2023
<i>Project Delivery</i>	
Project inception meeting	TBC – early November
Research activity including qualitative field work	November 2023 – March 2024
Presentation of key findings at Planet Youth in Scotland conference	March 2024
Delivery of final Phase 1 outputs	16 May 2024
Phase 1 project completion meeting	TBC – early June 2024

It is anticipated that phase 2 will run in parallel with the end of phase 1, e.g., April 24 – March 25

Costing

Proposals should include a full budget plan for all costs, including a breakdown with the separate components / stages of the evaluation work clearly identified for relevant expenditure categories (expected to be namely staff time, travel and expenses).

The contract will be awarded based on perceived value for money, not the lowest cost proposal. The provisional budget for this work is £20,000, inclusive of VAT across the contract period, which is envisaged to run from late November 2023 to mid-June 2024. Payment milestones will be agreed during the contracting process, but will likely be 25% on signing of contracts, 25% end of January, 40% end of March 24, 10% on final delivery in line with the completion of work and delivery of the specified outputs. No other expenses will be allowed for outside of this budget so please ensure your proposal includes any associated costs.

Tender requirements

A written tender should be submitted, containing as a minimum:

- A clear outline of the proposed evaluation work, including appropriate methodology, demonstrating clearly how this will meet the needs of this brief.
- Biographies/CVs of key staff to be involved in this project, outlining their relevant skills.
- Evidence of the team's suitability, in terms of:
 - a) Knowledge and experience within the Scottish policy delivery context for young people or health and wellbeing.
 - b) Experience of working with government, the wider public sector, and /or the third sector, and influencing policy.
 - c) Its track record for similar work.
- A full, clear breakdown of costs.
- A full, clear timeline of activity.
- Evidence of appropriate data protection policies.
- A risk matrix.
- Contact details for at least two previous clients who we can contact for references.

Submission

Proposals should be submitted as .pdf documents. Annexes for full budget detail and CVs are acceptable, if necessary. No other information should be contained within additional pages. The proposal is not limited to a set number of pages but please be succinct whilst retaining adequate detail. Proposals should be sent to info@winningscotland.org, with the subject line Planet Youth Evaluation tender, and marked for the attention of Katherine Falconer. We will acknowledge receipt of your proposal. Winning Scotland reserves the right to not award a contract.

Selection criteria

All proposals received will be assessed against the following criteria though you need not meet all of them to apply:

1. Compliance with and understanding of the tender requirements
2. Appropriateness of the proposed methodology to answer the research questions
3. Feasibility of the programme of work, including timescales

4. Knowledge and experience of the Scottish delivery landscape in which Planet Youth operates, spanning the public, healthcare and non-profit sectors
5. Understanding of and credibility with key decision-makers (government, both local and central, third sector, private sector), with abilities around landing evaluation findings for impact
6. A track record for similar work
7. Clear identification and appropriate mitigation of risks
8. Evidence of robust data management systems and policies
9. Management of any existing or potential conflicts of interest identified
10. Realistic and appropriate budget
11. Value for money

These criteria are not listed in order of importance.

Enquiries

Please contact Katherine Falconer, the Planet Youth Programme Director in Winning Scotland, (katherine@winningscotland.org) if you have any questions concerning this work. We will aim to respond to any questions as soon as possible (and within 5 working days as a maximum). If your query relates to an issue which we believe all prospective bidders should be made aware of, we reserve the right to communicate our response to all interested parties.

Winning Scotland

Winning Scotland is the coordinator for Planet Youth in Scotland and is also the grant holder for the programme funding provided by Scottish Government. It is a charity that acts as a catalyst for change. Working with like-minded partners, we build confidence and resilience in all of Scotland's young people. We collaborate with a range of partners to develop innovative resources and practical solutions that improve outcomes for children in Scotland. We engage and empower the individuals and groups who have the greatest influence on young people, giving them the tools and knowledge to create sustainable impact.

Since our inception in 2005, we have impacted over half a million young people in Scotland, working with partners across the public, private and third sectors, and operating in every corner of the country. We have achieved this by customising proven approaches for a Scottish context and collaborating with some of Scotland's largest organisations to create the biggest impact.

In everything we do, we're always:

- Committed to young people.

- Collaborative in our delivery.
- Pioneering in our approach.
- Innovative in our solutions.
- Independent.

More information about Planet Youth in Scotland can be found at www.planetyouth.scot, with further background at <https://www.winningscotland.org/planetyouth.html>

Appendix A-Theory of Change

Planet Youth Theory of Change National

