

Evaluation of Community Food and Health (Scotland)

Invitation to Tender

Executive summary of this ITT

- We invite tenders for an impact evaluation of Community Food and Health (Scotland) - CFHS. The evaluation will examine the difference CFHS makes and the learning we should take on board for the future. The evaluation will involve analysis of reports collected by CFHS and primary qualitative research with stakeholders. The output will be a final report completed by 22 October 2010. The budget is up to £20,000. Tenders must be received by 12 noon on Tuesday 20th July.

Community Food and Health Scotland

- Community Food and Health (Scotland) or CFHS is a Scottish Government funded project which was established in 1996, as a result of recommendations contained within the Scottish Diet Action Plan. CFHS is based within and managed by Consumer Focus Scotland (CFS) and is assisted by a Steering Group which is made up of representatives from a range of community groups and local/national organisations.
- CFHS aims to maximise the impact and influence of community-based activity on the achievement of national priorities in food and health. Strategic objectives from the current business plan agreed with government are:
 - i. To ensure that the development and delivery of food and health policies and strategies are informed by the views and experiences of communities.
 - ii. To strengthen the voluntary and community food and health sector by improving the capacity, confidence and enthusiasm of practitioners and communities.
 - iii. To strengthen the infrastructure that supports community-based and community-led work around food.
 - iv. CFHS has a clear sense of direction and all stakeholders are clear on the added value provided

Evaluation aim, questions and outcomes

- The **aim** of this evaluation is to examine the difference CFHS makes (in relation to our business plan 2008-11) and the learning we should take on board for the future.
- The **audience** for the evaluation report is CFHS staff and Steering Group members, Consumer Focus Scotland and our funder, the Scottish Government.
- To achieve the aim of this evaluation we want to answer the following **questions**:
 - i. How and to what extent CFHS ensures that the development and delivery of food and health policies and strategies are informed by the views and experiences of communities?
 - ii. How and to what extent CFHS strengthens the voluntary and community food and health sector and improves the capacity, confidence and enthusiasm of practitioners and communities?
 - iii. How and to what extent CFHS strengthens the infrastructure that supports community-based and community-led work around food and health?
 - iv. What is the added value of CFHS's work and approach, in particular considering the specific focus on food and health? (What, if anything, would be lost if we didn't exist)?
 - v. What factors have helped or hindered CHFS's ability to deliver on our objectives, especially taking into account the changing policy and economic environment?
 - vi. How do our stakeholders (voluntary and community groups, local and national policy makers, CFHS Steering Group and Scottish Government) perceive the work of CFHS? Is their perception different from that of CFHS and, does that in turn have any implications for the future focus of CFHS's work?
- By answering these questions we hope the evaluation itself will achieve the following **outcomes**:
 - i. CFHS will have a better understanding and will be better able to describe the difference we make to health improvement and addressing health inequalities in Scotland.
 - ii. CFHS will have a better understanding of the reach and relevance of our support to projects, infrastructure and policy makers; and the resilience we build through that support.
 - iii. CFHS will have increased learning about how best to continue and improve our support for community food and health work in the future.
 - iv. Scottish Government, CFHS staff and Steering Group members and Consumer Focus Scotland will have a clear understanding of the contribution

CFHS makes to delivering Scottish Government aims and outcomes in the field of health improvement and health inequalities.

- We believe we have a good story to tell about the difference we make and we expect the evaluation to illuminate and explain how and why we make a difference. But we are also committed to continuous learning and improvement so we also expect the evaluation to identify things we could do better so that we can maximise the value we add.

What we want you to do

- In order to answer the evaluation questions and achieve the intended outcomes of the evaluation we expect the contractor to undertake 5 stages of work:
- **Stage 1:** A focussed literature review that examines briefly:
 - the policy context for CFHS's work (specifically around health inequalities)
 - what, if anything, the literature says about good practice in providing intermediary support for community capacity building and policy influence for a particular topic area in health improvement, that could inform the evaluation
- **Stage 2:** A secondary analysis of the information that CFHS already has about our work. This will involve reading reports produced for our steering group and other reports about our work. It will involve reviewing our database and feedback we collect from our stakeholders. It will involve speaking to CFHS staff.
- **Stage 3:** Fieldwork which means gathering primary evidence, to answer the evaluation questions, from a sample of our stakeholders including voluntary and community groups, local stakeholders, other intermediary groups and national policy makers. We are open to your ideas about appropriate methodology but we expect you to conduct some face to face fieldwork.
- **Stage 4:** Creation of case studies. We want the evaluation report to include an overall analysis that answers each of the evaluation questions. But we also want you to illustrate some of the findings with case studies. We are open to your ideas on case studies and, while we would like to see some ideas in your tender, we expect that the exact nature and number of case studies to be agreed with us during the course of the evaluation. For example, case studies would be expected to include:
 - An example drawn from CFHS's programmes of work;
 - An example to illustrate our work with community organisations;
 - An example to illuminate our policy influence work;

The case studies should be illustrative examples to illuminate the general findings and learning points of the evaluation.

- **Stage 5:** Writing the evaluation report (see next section).

Deliverables

- The output of the evaluation will be a comprehensive report in plain English that answers the evaluation questions and illustrates the findings with case studies. We do not want recommendations but we do want the report to pull out learning points that we can take forward.
- The contractor must also provide an executive summary of the report which provides a brief overview of the evaluation and the high level findings.
- The contractor will give a presentation to the CFHS Steering Group and to the Consumer Focus Scotland Board to give a brief overview of the evaluation, the high level findings and the learning points. This presentation will probably happen shortly after the evaluation report has been finalised.

Key challenges in this evaluation

- We see the main challenges for the contractor as follows:
 - Many of the local projects we support take a community development approach which means their approach is creative, adaptive and responsive – and that means we have to be too.
 - CFHS is working alongside other initiatives that address health inequalities and health improvement so to answer the evaluation questions and identify our distinct contribution and added value the contractor will need to employ creative research methods and careful analysis.
 - The timescales for the evaluation are tight.
 - CFHS itself is working in a changing policy environment.
 - The current CFHS funding phase will come to an end in March 2011 when it will be reviewed for future funding. The completion of this latest phase of funding is coinciding with a fragile economic climate in Scotland and the rest of the UK.

Ethics and Ownership of Results

- The contractor will be responsible for ensuring compliance with the Data Protection Act (1998) and must abide by any guidelines issued by their profession.
- The contractor should ensure that all relevant staff involved in carrying out research activities are appropriately disclosed, through Disclosure Scotland, considering the target group for this work. Ownership of all evaluation material, including the final report and all data produced as a result of the evaluation, lies with Consumer Focus Scotland. The contractor should not discuss study

findings in public before a final report has been cleared with CFHS. The contractor should consult with CFHS prior to commenting on results following completion of the final report.

- All raw data collected and analysis should be handed over to CFHS following completion of the final report.
- The contractor should consider the wide range of equalities issues, including public duties, and ensure these are all given due consideration at all stages of the research process.

Tendering and delivery timeline

ITT issued	28 June
Submission deadline	20 July at 12pm
Decision made about successful tenderer*	By 30 July
Inception meeting	2 August at 11am, CFS offices
Project runs	9 August – 8 October
Draft report	8 October
Final report	22 October
Presentation to CFHS steering group	Soon after 22 October

* We may also hold tender interviews if we feel we need more information to help us chose. If we do this we will let the relevant tenderer(s) know as soon as possible.

Budget

- The budget for the evaluation is up to £20,000 including travel and all other expenses, but excluding VAT.
- If you have an additional idea about methodology that would cost more than £20,000 then you can include it in your tender along with a note of the additional costs. However we make no guarantees we would be able to consider it and your tender must demonstrate that your proposal will deliver this evaluation effectively within the £20,000 budget.
- We will pay 50% of the fee half-way through the evaluation project (probably after stage 2) and the remaining 50% on agreement of the final report.

Required skills and knowledge

- The successful contractor will need to have:
 - Experience of undertaking an impact evaluation of an organisation.
 - Strong qualitative research and analysis skills.
 - Experience of working with the community and voluntary sector.

- An understanding of the health inequalities agenda.
- A strong commitment to equalities when conducting evaluations and working with others.
- Ability to work collaboratively with clients.
- Ability to write a clear report in plain English which is focussed on learning and can be used by the client.

Criteria for choosing the successful tenderer

- Tenders will be reviewed according to the following core criteria:
 - Understanding of our requirements
 - Robustness of the proposal to answer the evaluation questions and achieve the intended aim and outcomes of this evaluation
 - Evidence of skills, knowledge and experience against our requirements (previous section)
 - Ability to complete the work within the time specified
 - Justification of costs and value for money

Contract Management

- The contract will be managed by Katrina Reid, Development Officer with CFHS.
- Regular evaluation feedback and progress updates are required from the contractor. This will be agreed with CFHS upon award of contract.

Submitting a Tender

- Your tender documentation should be no more than 20 sides of A4 (including CVs or any appendices). This means you will have to be concise and focus on giving us information that is directly relevant to our “criteria for choosing the successful tenderer” (above).
- Your tender should include:
 - Name of tenderer, status in the agency, contact details and name of a person for further contact (if different).
 - Names, positions, details of relevant experience and expertise of all staff to be involved in the project (please include short CVs).
 - Brief statement detailing your understanding and interpretation of the purpose, context, specific objectives and scope of the project.
 - A proposed methodology for gathering data and providing analysis to answer the evaluation questions and to deliver the required outputs for the project within timescales and budget.
 - A statement about quality control measures which you will use.

- A statement about what you will do to minimise the risks to successful completion of the evaluation within timescales and budget.
 - A timetable with dates for the completion of significant stages of the work.
 - A clear statement for the cost of the work and details for how this will be spent (all costs including staff, equipment, travel/subsistence and overheads).
 - Two references who can comment on your previous work.
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- Three hard copies of tenders, along with an electronic copy, should be submitted to Katrina Reid by 12 noon on 20th July 2010 at the contact details below. No late submissions will be accepted.

 - Please submit to:
Katrina Reid
Development Officer
Community Food and Health (Scotland)
Royal Exchange House
100 Queen Street
Glasgow
G1 3DN
and
Katrina.Reid@consumerfocus.org.uk

 - For more information, please contact Katrina Reid, Development Officer, CFHS at Katrina.Reid@consumerfocus.org.uk or on 0141 227 1840.