

INVITATION TO TENDER: Evaluation of the STFC *Wonder* Initiative

1.0 Introduction

In 2018, the Science and Technology Facilities Council (STFC) Public Engagement (PE) team have begun to implement the *Wonder* initiative as the focus for one of the five strategy aims, to improve our reach with diverse audiences in support of STFC's vision of a society that values and participates in scientific endeavour. The initiative is being implemented, in different ways, across the four strands of our programme, including:

1. PE carried out by STFC PE grant-holders (an annual reach of 445,000)
2. PE carried out by STFCs National Laboratory sites (an annual reach of 40,000)
3. PE carried out in partnership with other national organisations (an annual reach of 85,000)
4. PE carried out by STFC- funded researchers (an annual reach of 630,000)

Wonder is not an 'add on' to our programme, it will be integral to much of our work. STFC is inviting organisations to submit proposals that detail how they would evaluate the *Wonder* initiative.

The deadline for applications to be received by STFC is 17.00 UK time on Thursday 11 October 2018.

2.0 The *Wonder* Initiative

2.1 Background

We are funded by the UK public: listening, understanding and discussing their views of the impact of science and technology on our society is both our responsibility and our privilege. The STFC PE Strategy sets out how we want the PE programme to evolve between 2016-2021, with the overarching vision of a society that values and participates in scientific endeavour.

In 2017 we published the STFC [PE Evaluation Framework](#). While we expect this document to evolve, the current version primarily defines the types of quantitative data that we wish, in principle, to collect about the programme – and why we want to collect this data. We have begun collecting priority data from all parts of the programme.

2.1 *Wonder* Audience and Desired Outcomes

Wonder will engage with children between the ages of 8-14, and their families and carers. These individuals will live in the 40% most socioeconomically-deprived areas of the UK.

For this initiative, we define the 40% most socioeconomically-deprived areas of the UK as those listed in the bottom two quintiles of the Indices of Multiple Deprivation for the respective parts of the UK.

As a result of the range of STEM engagements that will form the *Wonder* initiative, the desired outcomes are for participants to:

- Feel inspired by science and technology

- Feel welcome in a science and engineering environment
- Value science and technology for its social, cultural and economic contribution to society
- Value employment in science and technology at all levels
- Consider choosing, or encouraging others to choose continuing to study or work in STEM

2.2 Programme Aims and Delivery

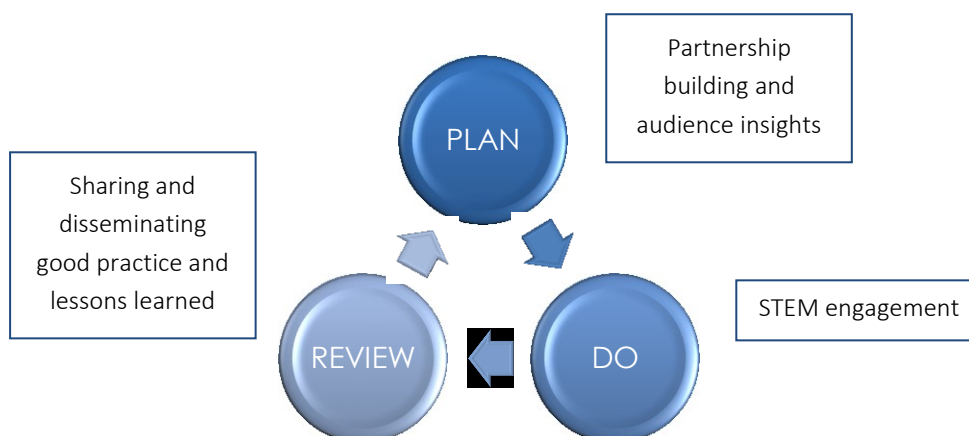
The aims of *Wonder* are defined according to the people involved at different levels of the programme:

1. Audiences: a significant increase in our reach with audiences from socioeconomically deprived areas of the UK by 2021 (the end of the current STFC PE strategy), with engagements delivering the desired outcomes.
 - *Evaluation responsibility rests with the engagement practitioner, in line with STFC's Evaluation Framework.*
2. Project partners: Establish a range of new initiatives co-created by PE delivery organisations and community organisations which, using current good practice to work with audiences from socioeconomically-deprived areas of the UK, produce recommended approaches for how STFC and others can do this effectively into the future.
 - *Evaluation responsibility rests with the project leader, supported by the Wonder evaluator and STFC as the project funder.*
3. STFC Public Engagement team as Programme Coordinator: share and adopt good practice about working with the *Wonder* target audience, so that these approaches continue beyond the life of the initiative.
 - *Evaluation responsibility rests with the Wonder evaluator, supported by STFC.*

Wonder will be delivered by focusing on:

- Designing, delivering, and evaluating STEM engagements with the target audiences to create impact.
- Building and maintaining strong, effective partnerships between PE and community partners.
- Models of practice that clearly respond to local partner and audience needs.
- Using stories of STFC science and technology as the context around which to deliver STEM engagement and highlight STEM careers.
- A gender-neutral approach to engagement, that engages and enthuses all equally.
- Providing mechanisms to allow the sharing of good practice among *Wonder* projects, including sharing of learning to encourage continuous improvement
- Embedding good practice approaches into PE work offered by all of the four strands of our programme

The programme will begin in October 2018, and will be delivered in a continuous cycle of 'plan, do review' with completion during 2021. Evaluation will be embedded throughout this cycle. We would expect interim reports at various points through the project, to be agreed.



The programme will begin with a dedicated period of relationship building between PE partners, audiences, and local partners, and will end with a period of extracting lessons learned from gathered evaluation material. However, these processes of partnership building and continuous improvement through evaluation are expected to be ongoing activities during the whole programme, and will drive the STEM engagement that forms the core of the programme. Approximate timings, together with key events and milestones, are included in Annex A.

3.0 The Tender Opportunity

Audience feedback will be gathered and analysed by the project partners. STFC wish to commission an external evaluator to look at some key features of *Wonder*, including an overview of all audience data. This tender invites applicants to propose a programme of work to evaluate *Wonder* that will run from early November 2018 to late March 2021.

Wonder will need to be evaluated in line with the STFC Evaluation Framework for Public Engagement (which defines several key terms), using appropriately agreed Generic Learning Outcomes. Reporting Statements of interest will be identified for each of *Wonder*'s three levels.

The programme will seek to understand not simply the outcomes and impacts on the target audience(s), but also the good practice involved in the processes employed, and the longevity and effectiveness of partnerships formed.

Applicants must describe in their plan of work how they will achieve the following **key deliverables**:

- A. Work with STFC to draw up a plan for evaluating *Wonder*, against its three main aims, especially the second and third aims ('project partners' and 'STFC public engagement team') where STFC's thinking is less well developed.
- B. Agree what data will need to be collected from which programme levels (the key audiences, the project partners, and STFC public engagement team).
- C. Implement the evaluation of *Wonder* including:
 - o Collecting relevant evaluation material for the projects and programme;

- Synthesising the data from all three areas (audiences, the project partners, and the STFC engagement team) into a coherent reflective write-up of the project and presenting these updates at timely intervals throughout the project.

Applicants to this tender must ensure that their evaluation plans are clearly in line with the STFC Evaluation Framework for Public Engagement, and show how each of *Wonder's* three aims will be evaluated.

3.1 Operational Requirements

It is anticipated that this will involve up to six meetings at STFC's offices in Polaris House, Swindon, or the Rutherford Appleton Laboratory, Harwell. Travel costs will need to be included in the proposal to cover this. Remote meetings (Skype meetings/telecoms etc.) will be arranged by the tender holder as required.

The tender holder may be required to attend 3-4 additional networking meetings in the UK over the course of the *Wonder* initiative. STFC will meet the travel costs for attendance at these meetings in line with our travel policy.

The cost of the project is up to a **maximum** value of **£24,999** (*inclusive of VAT*).

3.2 Timetable and Reporting

Updates by e-mail will be required from the successful bidder throughout the duration of the contract. Updates will initially be required on a monthly basis and the STFC project manager will inform the contract holder if-and-when this requirement changes.

A final report will be required on completion of the contract summarising the outcomes of the project and a breakdown of how the budget was used.

The project plan should assign time for liaising with the STFC Public Engagement manager (see STFC Management of the Project) so that any appropriate adjustments can be made once the project is underway.

The work should commence by early November 2018 and it is expected that this work will require approximately 30 months of effort.

3.3 STFC Management of the Project

This project will be overseen on behalf of STFC by:

Jo Lewis
Public Engagement Team
STFC Rutherford Appleton Laboratory
Harwell Campus
Didcot
Oxfordshire OX11 0QX

Tel: 01235 445846

Email address: Jo.Lewis@stfc.ac.uk

The successful tenderer will be expected to adhere to good project management practices with regular reporting and participation in meetings as appropriate.

4.0 Proposal Documentation

The proposal should be no longer than **four single sides of A4** including a financial annex.

Information should be set out in the following paragraphs:

- Name of lead organisation in whose name the tender will be submitted and the contract signed; contact details, including the name of the lead contact, their position in the organisation, telephone number and email address. Please note any partner organisations.
- A short summary of the suitability of the applicant/organisation to undertake this work, including their experience of evaluation of programmes and projects, partnership working and disseminating good practice across networks..
- The methodology you propose to use to undertake the project, including:
 - i. How you would approach evaluating *Wonder*
 - ii. Identification of recommended models of good practice that we would be benchmarking ourselves against
- A project plan detailing the delivery of the project including timescales, with reference to the *Wonder* timetable described in this document – including any commitments or clashes with key dates.
- A risk assessment of the work and how this will be managed.
- Information regarding pricing, budget and justification. This should include:
 - i. The total fee sought for the work including all taxes and expenses.
 - ii. A breakdown of the costs provided. All costs should be transparent.
 - iii. Details on the daily charge-out rates for this work. Please indicate the name(s) of the member(s) of staff to be used and accompanying charge out rate(s).

Please note:

- All financial information and total costs should be provided as an annex to the proposal.
- The award will be issued as a contract and will not be liable to attract VAT.
 - *However, where VAT is unavoidable, bidders should ensure they charge VAT for the specific activity if required. STFC does not recover VAT. VAT should be charged at the applicable rate at the time of bidding.*

4.1 Procedure for Tender Submission

Tenders should be sent to the STFC public engagement team (stfcpublicengagement@stfc.ac.uk) by **Thursday 11 October 2018** at **17.00** UK time. Tender submissions should be sent in an email that uses the following format for the email title: STFC WONDER EVALUATION TENDER <APPLICANT NAME>.

Tenders received after the deadline will not be accepted. It is the responsibility of the tenderer to ensure that the tender has arrived by the deadline stipulated. Any cost involved in producing the tender documents shall be borne by the tenderer. **There will be no appeals process for late bids.**

Tenders should be no longer than four single sides of A4 pages (including any confidential annexes) and should be typeset in Arial or similar font at a minimum of 11-point size. **No additional appendices should be attached to the tender.**

Tenders **MUST** include a cover sheet (the template in **Annex B** must be used) which is in addition to the page limit for the tender.

An **electronic** copy of the tender should be sent in **Microsoft Word format** by the deadline specified. This is an electronic-only submission process. Therefore, all documentation (including the cover sheet and any confidential annexes) must be submitted in this format.

4.2 Selection Process

Tenders received will be subject to peer review and panel evaluation after which STFC will make a decision on the successful bidder.

The timetable for bid evaluation is listed below

Tender Received	Thursday 11 October 2018
Peer Review and Panel Evaluation	Mid-October 2018
Feedback to applicants	End October 2018

4.3 Selection Criteria

Proposals will be assessed according to the following criteria:

- The quality of the proposal and appropriate fit to the tender requirements.
- Alignment to the methodology and principles outlined in the STFC Evaluation Framework for Public Engagement.
- The capability and track record of the applicant to deliver according to the project specification.
- A clear methodology and project plan with achievable targets and milestones with relevance to the timescales associated with the project.
- A solid understanding of any risks associated with the project and how these will be managed.
- A clear breakdown of the costs provided with a justification of how the total figure was calculated. Value for money will be taken into account.

4.4 Selection Timetable

It is expected that bidders will be notified of the outcome of this tender exercise by the end of October 2018. The successful bidder will receive confirmation along with the terms and conditions of the contract. Work is expected to start by early November 2018.

5.0 Payment

STFC will pay on invoice and by instalments as agreed with the contractor and associated with the deliverables or the achievement of clearly defined milestones.

6.0 Intellectual Property Rights

Any Intellectual Property arising out of this project shall become the property of the STFC whether it has been generated by the prime or the sub-contractor.

7.0 Freedom of Information

As a public body, STFC is subject to the Freedom of Information Act 2000 (FOI). Our policy is to fully disclose tender information in compliance with the FOI if a FOI Act request is received. However, we will not disclose any information contained within the tender response which has been clearly marked as confidential. Should STFC receive an FOI request we will endeavour to keep the tenderer informed and ask for the tenderer's assistance in answering the FOI request.

8.0 General Data Protection Regulation 2018

If the contract requires the contractor to collect or have access to personal data which is subject to the General Data Protection Regulation 2018, then the contractor must establish their responsibilities to comply with the requirements of the Regulation.

9.0 Equality and Diversity

The Contractor should be aware that STFC, as a public body, is subject to the public sector duties listed within the 2010 Equality Act: <http://homeoffice.gov.uk/equalities>. The nature of the services required in this contract will mean that the contractor is, themselves, carrying out a public authority function and the Contractor is bound by the general duty in relation to carrying out the services. STFC will monitor the contract in order to ensure it is meeting its requirements.

10.0 Further Information

Before submitting your tender response, further details on aims and objectives of the scheme or STFC's public engagement strategy can be requested from Jo Lewis (Jo.Lewis@stfc.ac.uk)


Should you have any queries about the detail of financial administration procedures please contact Jo Lewis (Jo.Lewis@stfc.ac.uk).

Annex A – *Wonder* initiative: approximate timings and key dates

DATE			Meetings and events already where <i>could occur</i> planned evaluation
October onwards	2018	<p>Partnership building & audience relationships</p> <p>Partners undertake work with local target audiences to understand their needs/ interests/ barriers to engagement with STEM – what are people curious about? Projects explore and build relationships with local community partners to help them engage more effectively with, understand and/or deliver content to audiences.</p> <p>Potential delivery and community organisations will be invited to attend <i>Wonder</i> Match events, a facilitated session to build momentum and bring potential partners together. Other routes for this process are welcomed too.</p> <p>NB: NCCPE are carrying out the evaluation of <i>Wonder</i> Match</p>	STFC Advisory Panel for Public Engagement (APPE) (October 2018)
From 2019 onwards	January	<p>STEM engagement phase begins and continues throughout</p> <p>Projects begin engagement programmes with target audiences. The aim is to reach the target audiences via a combination of outreach in the community and bringing groups to centres of STEM (specific approaches tailored on a local level).</p>	
February - November 2019		<p>Sharing and Learning</p> <p>Project partners come together to share their successes, challenges and insights from their partnership building activities.</p> <p>An opportunity for projects to discuss their planned and ongoing approaches for engagement of target audiences</p>	<p>STFC PE team ‘All Hands’ (February 2019)</p> <p>European Public Awareness of Research Institutes conference (April 2019)</p> <p>STFC Grant Holders Symposium (March 2019)</p> <p>Interact (September 2019)</p> <p>ASDC conference (September 2019)</p>

		APPE (October 2019) Engage (November 2019)
January - March 2020	Sharing and learning Second round of opportunities for partners to come together to share their successes, challenges, learning outcomes and insights from their engagement activities thus far. What is working, what is not working, what outcomes are being achieved based on data?	All Hands (February 2020) Grant Holders Symposium (March 2020) APPE (April 2020)
July 2020	Dedicated Wonder wrap up meeting Projects share their final thoughts and suspected outcomes Projects are given tools to assist with final reporting of their recommendations	Dedicated Wonder Meeting (July 2020)
October 2020	STEM engagement phase concludes Projects begin to draw engagement activities to an end and focus on ensuring a representative and statistically viable set of evaluation data is available.	APPE (October 2020) Engage (November 2020)
November 2020	Summative evaluation phase Collation of evaluation data from individual projects and synthesis of data and learning according to a defined framework.	All Hands (February 2021)
February 2021	Final report due Final report submitted to STFC in accordance with agreed reporting framework, explicitly drawing out programmes outcomes and key points of identified good practice.	Grant Holders Symposium (March 2021)

Annex B – Cover Sheet

 <p>Science & Technology Facilities Council</p>	<p>STFC Wonder initiative external evaluation – Cover sheet for bids (all sections must be completed)</p>
Name of institution/organisation:	
Project partners (if applicable):	
Full contact details of primary contact: Name: Position: Email: Address: Tel:	
Project Start & End Dates:	
Total Funding Requested from STFC:	
Outline Project Description:	
Signature of authorised official: 	Date: