



## **SOCIAL ENTERPRISE EXCHANGE 2 REQUEST FOR PROPOSALS**

### **PROJECT EVALUATION LEADING TO A SUMMATIVE ASSESSMENT REPORT**

#### **1. Project Summary**

Social Enterprise Exchange (SEE) is a comprehensive programme of social enterprise support contributing to jobs, growth and social inclusion across the Sheffield City Region (SCR). It is delivered by a community-based consortium in collaboration with Sheffield City Region Growth Hub and is part funded by the European Regional Development Fund 2014 – 2020 and by the National Lottery Community Fund. Social Enterprise Exchange is designed to promote social entrepreneurship, through awareness raising events, knowledge exchange and peer networking; it will provide support for start-ups, including hot-desks, start-up grants and mentoring; and it will offer specialist enterprise support for existing social enterprises to grow and to develop new products and services. The project aims to support a minimum of 150 social enterprises, to assist start-up of at least 90 new social enterprises and to lead to at least 75 new full time equivalent jobs. The project activities include:

- awareness raising events, community outreach and online promotion
- an online business diagnostic providing a social enterprise support gateway
- specialist support for start-up social enterprises and social entrepreneurs
- bespoke support for existing social enterprises with growth potential
- impartial advice on sector specific investment models and legal structures
- support for social enterprise marketing and promotion
- access to hot-desks, co-working space and ICT support
- a small grants scheme to support start-up and development
- signposting to SCR Growth Hub and other local services

The project is managed by a consortium of specialist social enterprise support partners who have come together to offer a broad range of specialist support and to assure coverage throughout the SCR. The founding partners are Community Media Solutions Ltd, Barnsley Community and Voluntary Services, Cultural Industries Quarter Agency, Groundwork South Yorkshire, Sheffield Local Television Ltd and South Yorkshire Community Foundation, who have been joined by Sheffield Social Enterprise Network in an expanded programme.

Within the Social Enterprise Exchange programme, Community Media Solutions (CMS) is responsible for commissioning external independent monitoring and evaluation. The external evaluator will report to the Project Management Group of the SEE partnership.

In its first three year programme the Social Enterprise Exchange achieved key ERDF performance targets and successful completion of a £2m investment co-financed by ERDF and the delivery partners<sup>1</sup>. In June 2019 a further £2.2m follow on project ('Social Enterprise Exchange 2') was approved for part financing by ERDF (£1.2m). Additional funding has been confirmed from The National Lottery Community Fund (£500k) with the balance of funding provided by the delivery partners. The new project is currently profiled to run from 1 July 2019 to 30 June 2022 with an extension to 31 December 2022 under negotiation. An external evaluator is sought to accompany and report on Social Enterprise Exchange 2.

Selection of and support to the external evaluator will be provided by an evaluation sub-group of the Project Management Group. The deliverables for the external evaluation will include a detailed assessment framework and methodological statement, an interim progress report in March 2021 and a final report in March 2022. The evaluation will be accompanied by case stories of good practice and recommendations for lessons learned.

## **2. Objectives of the evaluation**

The evaluation is to be carried out according to methodology consistent with MHCLG guidance on summative assessment<sup>2</sup> and designed to achieve the following objectives:

- 1. Review of the project design and processes** - including partnership arrangements, governance, activities framework and workflow. The review to include delivery against key process indicators, evaluation of strengths and weaknesses, comparison with other possible approaches, identification of good practice, lessons learned for future project design and delivery.
- 2. Review of performance against output targets** – based on the ERDF output targets for the project and using the relevant ERDF Output Indicators Definitions Guidance, including analysis of business related outputs by location and sector, and individual beneficiary outputs by location, gender, ethnicity, disability, employment status (at start and end of intervention).
- 3. Review of project outcomes** – based on the relevant top-line Investment Priorities (IP3a and IP3c) of the ERDF Operational Programme 2014-2020, the call framework<sup>3</sup> and project application, the objectives of the partnerships funding programme of

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<sup>1</sup> For reports and case studies from this first phase see <http://www.socentxchange.net/category/reports/>

<sup>2</sup> ERDF Summative Assessment Guidance ESIF-GN-1-033 and ERDF Summative Assessment Guidance Appendices ESIF-GN-1-033, available online at <https://www.gov.uk/government/publications/evaluation-of-the-european-regional-development-fund-2014-to-2020>

<sup>3</sup> SME Support (Social Enterprise): call in Sheffield City Region (OC28R18P 0769), available online at <https://www.gov.uk/european-structural-investment-funds/sme-support-social-enterprise-call-in-sheffield-city-region-oc28r18p-0769>

The National Lottery Community Fund<sup>4</sup> and the specific outcomes and indicators defined in the Summative Assessment Logic Model of the project<sup>5</sup>.

4. **Review of project impacts** – based on the social, economic and environmental impacts defined in the Summative Assessment Logic Model mentioned above and including the direct impacts of the project intervention and the downstream impacts achieved by the social enterprises assisted.
5. **Review of value for money** – including the gross unit costs per ERDF output, adjustments for deadweight, and comparisons with similar projects elsewhere.
6. **Review of lessons learned** – including contextual review of the project within the wider social, political and economic environment, comparison with similar scale interventions elsewhere, case stories from beneficiaries, recommendations for future support of social enterprise development.

### 3. Approach, methods and tasks

The summative assessment will be based on a range of quantitative and qualitative methods designed to encompass review of project design and process, outputs, outcomes, impact and value for money. This will include the following evidence:

**Document analysis** – including project records (beneficiary pipeline, activity reports, events reports, output evidence), beneficiaries’ own assessment reports, public information on beneficiaries (websites, companies house, social media), and public information on the social, economic and policy context locally and nationally.

**Questionnaire survey** – survey of beneficiaries with a mix of closed (multiple choice) and open ended questions to gather beneficiary data and feedback.

**Interviews** – with selected beneficiaries, based on a representative sample of those willing to assist with interview (established through the questionnaire)

**Focus groups** – involving beneficiaries, partners and stakeholders

**Case stories** – selected to illustrate the beneficiary journey and good practice

For each element of the summative assessment we have defined the following specific objectives, indicators of achievement and means of verification:

<b>Project design and process</b>	<b>Indicators</b>	<b>Means of verification</b>
P-1. Relevance	1.1 Enquiries pipeline maintained over lifecycle	Beneficiary pipeline

<sup>4</sup> See <https://www.tnlcommunityfund.org.uk/funding/programmes/partnerships-england#section-3>

<sup>5</sup> Downloadable from <http://www.socentxchange.net/see2-logic-model/>

	<p>1.2 Significant project changes are made in a timely manner where required</p> <p>1.3 Project offer remains a strategic component of business support in the region</p>	<p>Project variation requests</p> <p>Growth Hub communications</p> <p>Review of other business support for social enterprise</p>
P-2. Efficiency	<p>2.1 Project achieves key performance milestones</p> <p>2.2 Beneficiary support achieves key process targets (contact, acceptance, delivery, outputs)</p> <p>2.3 Target outputs are achieved within budget</p>	<p>Quarterly monitoring reports</p> <p>Beneficiary pipeline and beneficiary tracking system</p> <p>Quarterly financial reports</p>
P-3. Effectiveness	<p>3.1 Proportion of beneficiaries contributing to output targets</p> <p>3.2 Beneficiary satisfaction with support provided</p> <p>3.3 Partnership coherence and partner engagement</p>	<p>Beneficiary pipeline and beneficiary tracking system</p> <p>Beneficiary feedback</p> <p>Partnership meeting records</p> <p>Partner feedback</p>
P-4. Sustainability	<p>4.1 Project delivers to budget profile over its lifecycle</p> <p>4.2 Post-project sustainability strategy is realistic and appropriate to context</p>	<p>Budget and expenditure profile</p> <p>Match funding profile</p> <p>Sustainability plan</p>
<b>Outputs</b>	<b>Indicators</b>	<b>Means of verification</b>
ERDF Outputs C1, C2, C4, C5, C8, P11, P13, C28, C29 as set out in the Grant Agreement	Based on the ERDF Outputs Indicators Definition Guidance	Output certificates and associated beneficiary records including diagnostics, actions plans, activities log, attendance registers, grant agreements, beneficiary evidence of jobs created, products and services developed.
<b>Outcomes</b>	<b>Indicators</b>	<b>Means of verification</b>
O-1. Increased awareness and understanding of social enterprise in the SCR including having particular regard to access and opportunity for disadvantaged communities.	<p>1.1 Number of individuals participating in project activities</p> <p>1.2 Number of individuals participating that gain increased awareness/understanding</p> <p>1.3 Number of individuals participating that are from disadvantaged communities</p>	<p>Event registers</p> <p>Event evaluation forms</p> <p>Postcode data of participants</p>

O-2. Establishment of new social enterprises in the SCR, including independent start-ups, charities establishing new trading arms and public sector spin-outs.	<p>2.1 Number of social enterprise start-ups benefiting from project assistance</p> <p>2.2 Number of new f.t.e. jobs created within new social enterprises assisted</p> <p>2.3 number of social enterprises assisted delivering social or economic impact</p>	<p>Beneficiary pipeline</p> <p>Summative assessment monitoring data</p> <p>Outputs monitoring data</p> <p>Focus groups, interviews and reports on activities and enterprises supported</p> <p>Questionnaire survey, interviews, document analysis, case stories</p>
O-3. Sustainable growth of existing social enterprises in the SCR including those with high growth potential and larger social enterprises with capacity to expand.	<p>3.1 Number of existing social enterprises benefiting from project assistance</p> <p>3.2 Number of new f.t.e. jobs created within existing social enterprises</p> <p>3.3 number of social enterprises increasing their social or economic impact</p>	<p>Beneficiary pipeline</p> <p>Summative assessment monitoring data</p> <p>Outputs monitoring data</p> <p>Focus groups, interviews and reports on activities and enterprises supported</p> <p>Questionnaire survey, interviews, document analysis, case stories</p>
<b>Impact</b>	<b>Indicators</b>	<b>Means of verification</b>
I-1. Increased employment	<p>1.1 Direct increase in employment in the SEs supported compared to baseline</p> <p>1.2 No. of SEs supported that are contributing through their work to employment increase additional to their own staff</p>	<p>Employer certification</p> <p>Questionnaire survey, interviews, document analysis, case stories</p>
I-2. Improved livelihoods	2.1 No. of SEs supported that are contributing to improved livelihoods	Questionnaire survey, interviews, document analysis, case stories
I-3. Strengthened communities	<p>3.1 Impact of place-based work and engagement with community anchors</p> <p>3.2 No. of SEs supported that are contributing to strengthened communities</p>	<p>Focus groups, interviews and reports on activities and enterprises supported</p> <p>Questionnaire survey, interviews, document analysis, case stories</p>
I-4. Improved health and wellbeing	4.1 No. of SEs supported that are contributing to improved health and wellbeing	Questionnaire survey, interviews, document analysis, case stories
I-5. Environmental improvement	<p>5.1 No. of SEs supported that are contributing to environmental improvement</p> <p>5.2 No. of SEs supported that are taking steps to reduce their carbon footprint</p>	<p>Questionnaire survey, interviews, document analysis, case stories</p> <p>Questionnaire survey</p>

I-6. Increased skills and capabilities	6.1 No. of individuals gaining increase in skills and capabilities through project workshops and events 6.2 No. of SEs supported that are contributing to increased skills and capabilities	Participant evaluation of project workshops and events Questionnaire survey, interviews, document analysis, case stories
I-7. Increased equality of opportunity	7.1 Percentage of individuals directed supported that are women, of BAME origin, or people with disability 7.2 No. of SEs supported that are contributing to increased equality of opportunity	Diversity data captured with output certification for individuals supported  Questionnaire survey, interviews, document analysis, case stories
I-8. Reduction in social and economic exclusion	8.1 No. of individuals and organisations reached that are in the top 10% deprived communities in the IOMD 8.2 No. of SEs supported that are contributing to reduction in social and economic exclusion	Postcode data for beneficiaries and index of multiple deprivation  Questionnaire survey, interviews, document analysis, case stories
I-9. Better access to information and services	9.1 No. of SEs supported that are contributing to better access to information and services	Questionnaire survey, interviews, document analysis, case stories
I-10. Strengthened diversity of cultural expression	10.1 No. of SEs supported that are contributing to strengthened diversity of cultural expression	Questionnaire survey, interviews, document analysis, case stories
<b>Value for money</b>	<b>Indicators</b>	<b>Means of verification</b>
V-1. Project results and costs demonstrate value for money	1.1 Unit costs represent value for money in comparison to similar social enterprise support interventions	Gross unit costs per output, deadweight calculations, comparative data

The external evaluation evidence will be made available to MHCLG (and its appointed external evaluation consultants) to feed into strategic level evaluation of the ERDF Operational Programme 2014-2020. Beneficiary data provided for the purposes of monitoring and evaluation will be collected in accordance with the Data Protection Act so that it may be passed on where appropriate for external monitoring and evaluation purposes. The evaluation will ensure sufficient transparency of methodology, calculation, sampling, survey questions and sources of monitoring data used that the data analysis can be reproduced for the purpose of strategic level evaluations by MHCLG.

#### **4. Responsibilities of the evaluator**

The summative assessment will be led by external evaluators with the support of the project delivery team. Data gathering and analysis is embedded in project systems and processes. Quarterly monitoring and reporting including summative assessment data gathering and outputs evidencing will be undertaken internally by the project delivery team.

The external evaluator will lead on:

- Development of the overall evaluation framework and methodology
- Preparation and analysis of the results of the questionnaire survey
- Focus groups and interviews with beneficiaries and stakeholders
- Document analysis and writing of interim and final reports

The following outputs are required

- Evaluation framework
- Interim evaluation report
- Final evaluation report
- Summary report with case stories

#### **5. Conditions for proposers**

Responses will be rejected if the supplier:

- (i) Agrees with any other person that the other person will refrain from making a response;
- (ii) Has directly or indirectly canvassed any member, officer or representative of the Social Enterprise Exchange consortium for acceptance of the proposal;
- (iii) Fixes or adjusts the price shown by or in accordance with any other person or by reference to any other response;
- (iv) In connection with the award, commits any offence under the Bribery Act 2010 or gives any material fee or reward which is not declared within the proposal

Any queries concerning the Request for Proposals must be made via the dedicated e-mail address for this tender: [tenders@socentxchange.net](mailto:tenders@socentxchange.net)

Any communication made directly with staff of Community Media Solutions or any other SEE delivery partner will result in your bid being rejected.

CMS is not bound to accept the lowest price, or any response, and reserves the right to accept any part or none of the response.

The Social Enterprise Exchange partners have a formal protocol for dealing with potential conflicts of interest including a declaration and register of interests that all members of the committee dealing with the procurement process are required to complete.

If circumstances arise where CMS receives a request for further information from one or more interested parties, the response(s) will be made available to all interested parties and posted on the project website at this location: <http://www.socentxchange.net/evaluator-rfp>

## 6. Maximum fee

The maximum fee for the external evaluation is £15,000 (including VAT).

## 7. Contractual arrangements

SLA	Service provider would operate under an SLA with CMS including a detailed specification of the work required and a payment schedule.
Payments	Schedule based on deliverables and will require: business invoice, completed reports, evidence of meetings attendance
Audit requirements	CMS is required to maintain evidence relating to the financial and non-financial aspects of the SEE project and will retain original copies of invoices and other evidence for the extended life time of this project

## 8. Selection criteria

All proposals will be required to demonstrate that they sufficiently meet the following gateway selection criteria to demonstrate their capability to deliver the services offered:

- (i) Relevant qualification and/or at least 3 years equivalent experience
- (ii) Availability for the period 1 July 2020 to 31 March 2022
- (iii) Ability to provide a reference from at least two 2 previous customers

## 9. Award criteria

Selected proposals will be awarded on the basis of Most Economically Advantageous Tender and responses will be evaluated using the criteria/weightings set out below.

Please note the Social Enterprise Exchange consortium is not bound to accept the lowest priced or any of the submitted proposals.

Item No	Essential Criteria	Gross Score
C1	Proposed method demonstrating understanding of the purpose and scope of the evaluation	20
C2	Qualifications and/or previous experience of project evaluation demonstrating sufficient knowledge and understanding including any previous experience of ERDF Summative Assessment.	20
C3	Familiarity with social enterprise and/or business support demonstrating awareness of context specific issues	20
C4	Price based on day rate inclusive of VAT	20
C5	Capacity to deliver over the timeframe required	20
	Total maximum score	100

## 10. Return of responses to the request for proposals

All proposals should be sent by email to [tenders@socentxchange.net](mailto:tenders@socentxchange.net)

The timetable for proposals and decisions is as follows:

Request for proposals advertised	10 March 2020
Deadline for queries	31 March 2020
Return of proposals	30 April 2020
Interviews	14 May 2020
Notification of decision	21 May 2020
End of standstill period	31 May 2020

### **The deadline for receipt of proposals is 12.00 noon on 30 April 2020**

Please include all the information below in your proposal:

Contact information	Name and main contact details of provider including registered address, email, telephone plus business name and website where applicable.
Business status	If the tender is from a business please provide date of incorporation, company registration number and number of years trading.
Track record, qualifications, knowledge and experience	Please provide background on your track record and experience of similar evaluative work and your knowledge and understanding of social enterprise. Please include the name(s) and CV(s) of the individual(s) who are proposed to implement the work required for the evaluation.
Methodology	Please provide a summary of your methodological approach to the evaluation. You should focus on the requirements of Section 3 above.
References	Please provide contact details for at least two referees who are familiar with your work, including name, address, email and telephone
VAT	If you are registered for VAT please provide VAT registration number.
Price	Please provide price per day inclusive of VAT (if applicable) and a breakdown of the number of days proposed. Explain why this represents good value for money and include any value added components.