

# SHOW RACISM THE RED CARD



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## **1. Introduction**

Show Racism the Red Card (SRtRC) is the UK's leading anti-racism educational charity. Head Office is based in North Shields, Tyne & Wear.

We provide educational workshops, training sessions, multimedia packages, and a whole host of other resources, all with the purpose of tackling racism in society. Established in January 1996, the organisation utilises the high-profile status of football and football players to publicise an anti-racism message.

Across Britain, Show Racism the Red Card delivers training to more than 50,000 individuals per year.

The objective of this exercise is to procure a service to measure impact and evaluate the educational delivery provided to both young people and adults.

## **2. Scope**

Show Racism the Red Card wants to ensure that funding has been, and continues to be, as impactful as possible and delivers attitudinal change.

We are looking to maximise demonstrable evidence of how SRtRC's programmes of educational delivery impacts young people and adults.

The evaluation should be designed to address the following main areas:

- **How has educational delivery impacted young people?**
- **How has educational delivery impacted adults?**
- **How has educational delivery impacted schools?**
- **How has educational delivery impacted workplaces and other settings?**
- **Highlight any lessons learnt and recommendations to identify areas for improvement**
- **Gauging opinions of Teachers on the need for anti-racism within the curriculum**

It will be important to consider both quantitative and qualitative elements within the evaluation.

Tenders may include: questionnaire design, surveys, sampling, fieldwork, interviews, focus groups, consultations, analysis, insight and report writing.

## **3. Background**

SRtRC does not currently have an internal impact and evaluation function, therefore Education and Admin staff use SurveyMonkey and Microsoft Forms to collect and analyse data where possible.

The organisation carries out a range of educational deliveries with young people and adults across the UK, both face-to-face and via virtual online delivery.

We recognise the need to demonstrate the impact of our educational interventions to funders, potential funders/sponsors and beneficiaries alike.

## **4. Performance Requirements**

1. Analyse and critique current SRtRC evaluation questions, methods etc
2. Design a robust and rigorous process to capture information required
3. Analyse information captured
4. Regular Reporting to demonstrate the impact of the educational delivery

SRtRC seeks to work collaboratively with the appointed evaluators, while respecting their independence. The evaluators will be required to attend progress meetings as requested by SRtRC and there will be least three progress meetings during the evaluation period.

It is likely that the appointed evaluator will be expected to present some of their findings at Senior Management Team (SMT) Level meetings, in order to enable the SMT to learn from findings and make any appropriate strategic adjustments to the programme if needed.

## 5. Skills and experience

Evaluators should demonstrate a record in delivering high-quality, well-written research outputs, while meeting budget and timetable requirements through good project management.

The proposal should demonstrate:

- A clear understanding of the aims of the evaluation to be carried out
- A well designed, realistic evaluation plan including appropriate evaluation methods, activities and timescales to meet the aims of the evaluation
- The capacity, knowledge and skills to carry out the evaluation and demonstrate effective arrangements for project and contract management with some experience of working on similar evaluation exercises
- Knowledge, experience and an understanding of racism and anti-racism
- An organisational Equal Opportunities policy

It is expected that the appointed evaluators adhere to good practice and ethical guidelines, particularly when working with children and young people. They will be responsible for obtaining any DBS checks for relevant staff if planning to interview young people as part of the fieldwork.

## 6. Contents of the Bids

The completed tender must contain the following items:

### 1. **Tender proposal** including:

- The names, role, experience and qualifications of those who will be involved in the evaluation
- A description of the relevant experience of the evaluators
- A schedule of costs
- The organisation's history; its corporate structure; and the range of services it provides
- A summary of quality assurance procedures; where relevant, evidence of recent performance achievement and details of any accreditation awarded
- Details of two referees from customers, within both the public and private sectors where available, to whom you have supplied goods/services of a similar nature during the last 12 months
- A copy of any relevant policies, such as Safeguarding, Equality and Diversity Policy etc

2. An outline **Evaluation Plan** including methodology and timescales including an Executive Summary.

3. An **example** of a report/case study to demonstrate the above.

Tenders should also include an initial work plan reflecting the overall design, which will be agreed as part of any contract and discussed at an inception meeting.

## **7. Budget**

£10,000-15,000 (including VAT) per annum.

## **8. Timetable**

It is expected that the contract will be agreed to start no later than **1<sup>st</sup> June 2023** for an initial period of 12 months, with the possibility for a further 12 month extension upon mutual agreement.

## **9. Submission of bids**

Bids should be sent via email to **Paul Kearns** (Deputy CEO) at [paul@theredcard.org](mailto:paul@theredcard.org)

The email must be marked 'Impact & Evaluation Tender Documents'.

If this is not followed or the bid is received after the deadline, this will result in the tender becoming null and void.

Bids should be received at the address above no later than **23.59** on **Wednesday 26<sup>th</sup> April 2023**.

Queries relating to any aspect of this tender or brief should be addressed to: [paul@theredcard.org](mailto:paul@theredcard.org) no later than 5pm on Friday 21<sup>st</sup> April 2023. Queries will not be answered after that date.

All submissions must address the information contained within the Contents of the Bids section (Section 6) of this document (within specified budget).

Please provide detailed scalable commercials covering all aspects of the proposal to enable comparison to other proposals. Please avoid bundling costs without explanation that may prevent comparison.

Short listed candidates may be called to interview, which will be held by video conference on Zoom, week commencing **Monday 8<sup>th</sup> May 2023** and we expect the contract to be awarded on the week commencing **Monday 22<sup>nd</sup> May 2023**.