



Active Gloucestershire

Invitation for Expression of Interest (EOI)

Evaluation services of Gloucestershire Moves

January 2019

Introduction

Active Gloucestershire (AG), on behalf of the Gloucestershire Moves steering group, seeks expressions of interest (EOI) for the evaluation of the county's flagship physical activity programme, Gloucestershire Moves. This document sets out the background, evaluation aims and objectives, budget, timeline and next steps.

Active Gloucestershire's vision is for everyone in the county to be active every day. Our mission is to unite organisations and people around our vision and enable them to make it a reality. For the last three years, we have worked with 200 stakeholders from across the county, to develop Gloucestershire Moves. Gloucestershire Moves is governed by a steering group of individuals including representation from the Gloucestershire Clinical Commissioning Group (GCCG), Gloucestershire County Council Public Health (GCC), District Councils and the voluntary sector. Active Gloucestershire holds all contracts on behalf of this group.

Gloucestershire Moves is a massively innovative and exciting programme that is not just a theory of change and programme of interventions, it's a social movement designed to connect the county and help it think and behave differently. It will create the infrastructure to support and deliver that change; the impetus and wherewithal.

To achieve such an ambitious remit, it is essential that we capture and share learning in a way that helps shape the emerging programme. So we're looking to work with an experienced and forward-thinking organisation that will help us assess the programme and understand what works and what doesn't.

Specifically, we want to attract an evaluator that has experience in the areas of behaviour change theory, social movement and whole system change; an evaluator that understands and is excited by this scope; an evaluator who focuses on learning as well as evaluation and can work flexibly and iteratively.

At this stage we're seeking expressions of interest, which we'll use together with telephone or face-to-face consultations to determine a shortlist of organisations to invite to tender.

Background

Gloucestershire Moves is designed to get 30,000 inactive people active over three years, creating a sustained culture of daily physical activity in the county. It's a whole-system theory of change involving three key levels of support:

1: Individual support: working out what gets in the way of the least active people becoming more active.



2. Community support: bringing together friends, family and anyone who influences how we think and feel to build a movement of people and organisations who want to make being active a normal part of everyday life.

3. System support: developing an infrastructure that encourages daily physical activity as something 'normal'.

This [short introduction film](#) shares the story so far.

We've secured funding with partners including Gloucestershire Clinical Commissioning Group and the County and District Councils to deliver our programme to 2021.

We are working closely with University College London (UCL) to test their Behaviour Change Wheel model and the Social Change Agency (SCA) to implement their movement building canvas.

Evaluation aims and objectives

We are at the end of the first year of the programme and have already started to take people through the three key steps and are learning from this process. We'll work with you using these first year outcomes to help us formulate the evaluation methodology and framework.

The evaluation will need to address how we measure process, how the Gloucestershire Moves programme has applied behaviour-change models to its projects and what impact this has had. It will need to measure how we create the social norms and support networks that enable and support people to get and stay active. And it will need to identify what return on investment has been made and how this can be assessed. This way we can build a culture of sharing and learning from which long-term, cost-effective interventions can be developed and continually refined.

Ultimately, we want to learn from the process so that we have a clearly defined and tested theory of change at the end of the three year delivery period. And so that we can demonstrate impact of this approach to ensure the sustainability of Gloucestershire Moves for the long term.

The brief

We are looking for an evaluation and learning partner to work collaboratively with us to develop the final brief. Broadly speaking however, we had envisaged:

- Development of an evaluation framework – building on the learning from year 1
- Development, implementation and support of an execution process for this framework that utilises local resources – Active Gloucestershire staff, Gloucestershire Moves steering group datasets - where appropriate
- Implementation of key aspects of the evaluation framework
- Creation of a regular and iterative feedback mechanism that allows learning from the programme to be regularly captured and shared
- Input into the creation of shared measures and toolkits that can be utilised across the Gloucestershire Moves movement



We are flexible to the kind of evaluation partner we have (academic or non-academic) but feel the following attributes are important for the success of the partnership:

- Experience in evaluating complex, dynamic systems and changing behaviour across them
- Experience (or ability to buy-in) in evaluating ROI in a manner that is meaningful
- A flexible approach, feeling comfortable with the iterative nature of the programme
- A recognition that the evaluation methodology is part of the process of systems change and movement building
- A desire to work in partnership with others e.g. UCL, SCA and the Active Gloucestershire team to continually learn, refine and share

Budget

The contract is for 24 months with an intended start date in April 2019.

The total contract budget is £110,000.

Further information and response to this EOI

Interested parties should provide a brief synopsis of previous experience and how you would approach this project by 22nd February to the CEO, Deborah Potts deborahpotts@activegloucestershire.org

For further information or to discuss this opportunity please contact Deborah Potts on 07904 052268 or Kath Rooksby on 07963 703895.