Contract Reference: C0128-BD-COMMS

Youth Engagement Consultancy Support: Expression of Interest

This Expression of Interest does not require a tender response or a financial proposal at this stage. If you are interested in responding to any eventual Invitation to Tender, please email [procurement@electoralcommission.org.uk](mailto:procurement@electoralcommission.org.uk) by Friday 24 September 2021, 17:00hrs.

Overview

The project

Over the next five years the Commission will deliver a range of education projects to young people and under-registered communities.

As part of our commitment to supporting voters, we are in the process of creating, distributing and promoting a fresh programme of education resources. We have recently launched the first set of [these resources](file:///C:\Users\sboughen\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\1CEUHIOO\electoralcommission.org.uk\learning), ahead of the devolved elections in 2021, for use with 14-18 year olds in Scotland and Wales.

The aim of this work is to ensure young people receive quality and impartial information which explains how to vote, what they are voting for, and how they can engage in democracy with confidence.

The purpose of this tender is to find organisations who have the capacity and resource to:

1. Establish best practice of youth engagement and ensure that we embed this into our education work. This may take the form of a youth engagement strategy or framework that underpins our education work. The strategy or framework should be underpinned by best practice and evidence.
2. Recruit and work directly with young people. It is essential that young people who participate in this project represent the range of communities we work with across the UK. Therefore, we will accept applications from organisations who can include meaningful representation from across the UK including urban and rural areas. However, we will also welcome applications on a smaller scale from organisations who focus their work in one or more locations - England, Scotland, Wales or Northern Ireland.
3. Lead regular consultation with young people to review existing resources and to present their ideas for new programmes or content. These consultations will also support young people to generate ideas and develop plans for our annual [Welcome to Your Vote Week](https://www.electoralcommission.org.uk/welcome-your-vote-campaign)

|  |
| --- |
| Youth Engagement Consultancy Support  Introduction  The Electoral Commission is the independent body which oversees elections and regulates political finance in Great Britain and Northern Ireland. We work to promote public confidence in the democratic process and ensure its integrity. Further information on the work of the Commission can be found on [our website](http://www.electoralcommission.org.uk).  Our four stated goals are:   1. To enable the continued delivery of free and fair elections and referendums, focusing on the needs of electors and addressing the changing environment to ensure every vote remains secure and accessible 2. To ensure an increasingly trusted and transparent system of regulation in political finance, overseeing compliance, promoting understanding amongst those regulated and proactively pursuing breaches 3. To be an independent and respected centre of expertise, using knowledge and insight to further the transparency, fairness and efficiency of our democratic system, and help adapt it to the modern, digital age 4. To provide value for money, making best use of our resources and expertise to deliver services that are attuned to what matters most to voters. This goal underpins and supports all of our work   Our five values are:  **Making an impact** Demonstrating our determination and shared passion for doing the best we can for people across Great Britain and Northern Ireland: using our understanding of the big picture and stakeholder perspectives to help us shape our priorities, think ahead and anticipate change; and working together creatively and flexibly to deliver outcomes that matter to voters.  **Engaged** Looking outside the Commission, and proactively developing relationships that give us a deep understanding of our stakeholders and provide opportunities for us to promote the interests of voters across Great Britain and Northern Ireland.  **Authoritative** Using our expertise and powers confidently, sensitively and proportionately for the benefit of voters and enhancing our reputation as a respected and influential body that deserves to be listened to and taken seriously.  **Independent** Taking responsibility for our role as champion of the voter, recognising and balancing the tensions that inevitably arise from our main functions, and behaving with integrity to build public trust and confidence in the way elections and the political finance system work in Great Britain and Northern Ireland.  **Transparent** Demonstrating an absolute commitment to openness, ethical behaviour, and clarity, in order to build understanding about what we do, and trust and confidence in how we do it.  We are committed to equality, diversity and inclusion. [You can see our policy here.](https://www.electoralcommission.org.uk/jobs/equality-and-diversity)  Potential Requirements |

|  |  |
| --- | --- |
| **Objective and outline** | The objective is to create a framework and activities that support us to bring young people into the design and creation of educational resources. It is our aim that young people have regular contact with the Electoral Commission and make recommendations for our future education work.  Core (Must Dos):   1. Establish best practice of youth engagement and ensure that we embed this into our education work. This may take the form of a youth engagement strategy or framework that underpins our education work. The strategy or framework should be underpinned by best practice and evidence. 2. Recruit and work directly with young people. It is essential that young people who participate in this project represent the range of communities we work with across the UK. Therefore, we will accept applications from organisations who can include meaningful representation from across the UK including urban and rural areas. However, we will also welcome applications on a smaller scale from organisations who focus their work in one or more locations - England, Scotland, Wales or Northern Ireland. 3. Lead regular consultation with young people to review existing resources and to present their ideas for new programmes or content. These consultations will also support young people to generate ideas and develop plans for our annual [Welcome to Your Vote Week](https://www.electoralcommission.org.uk/welcome-your-vote-campaign) |
| **Reason** | We want to supplement the knowledge and skills of our small in-house learning team with external expertise, to ensure we’re developing a robust and sustainable education offer for young people. |
| **Impact and benefits** | Currently, we have outlined three key objectives (above). However, we want to ensure that engagements for young people are as meaningful as possible, and would therefore welcome further suggestions or amendments to our objectives.  From this project we want to:   * create content that is suitable, engaging and informed by young people * provide young people with an opportunity to engage in political literacy * create an environment where young people can authentically share their ideas with us   Potential specific outcomes should include:   * a youth engagement framework that can be used to engage with young people in a meaningful way. This framework will be developed and implemented in partnership with our learning team * recruitment of young people to engage with and inform our work (ensuring they represent the range of communities we work with across the whole UK) * recommendations on how we can refine/improve our existing approach to our education resources * support young people to identify three to five subject areas that will form the basis of future democratic engagement resources and content * continued engagement with young people throughout the 2021/22 academic year. We understand that it may not be possible to retain all young people throughout this project period. However, we want to build relationships over time, so we can make young people’s experience of working with us as meaningful as possible. We want to improve the confidence of young people so they can share their thoughts and views with us   There is potential to grow and continue this project beyond the 2021/22 academic year. |
| **Delivery** | The work should begin as soon as possible.  Work to be carried out by a named consultant/s.  This project can be delivered virtually or in person.  The provider must reflect and uphold the following:   * Providing equality of opportunity for young people to access this work, irrespective of age, disability, gender, sexual orientation, race, religion or culture * Robust safeguarding measures whether delivering online or in person * Compliance with data protection regulation * Confirmation will be required that any appointed contractor does not have associations with any political parties |
| **Potential Budget** | Budget range: £15k to £30k\*  \* In any future tender proposals above £15k, please clearly justify your rationale for the additional spend and the value you expect to add.  We may award multiple organisations within the above budget to ensure our reach across the UK. We welcome organisations to use a scaled approach to show what they can achieve within the above budget.  We will accept joint applications from two or more organisations. |
| **Staff resource** | Our small learning team will support the commissioned organisation and would expect to attend some consultation meetings with young people. |
| **Stakeholders and communications** | * Young people * The Electoral Commission’s Digital and Learning team * Staff from our Wales, Scotland and Northern Ireland offices |
| **Proposed timeline** | Proposed timeline:   * Respond to expression of interest by 5pm on Friday 24 September 2021 * Follow up and invitation to tender by the Electoral Commission by Wednesday 29 September 2021 * Submit application for tender by 5pm on Friday 15 October 2021   In any eventual tender we will request answers to the following potential method statements:  1. How you would approach delivering this project, including meeting the project objectives 1-3  2. What provisions you’d put in place to ensure the project is completed by March 2022  3. How have you used best practice in previous youth engagement projects and what were the outcomes?  4. Detail your approach to safeguarding, including policies  5. Include a detail project plan and budget breakdown |