



Agency brief/ITT:

Youth Futures Foundation

Data Dashboard project

Contents

About Youth Futures Foundation 3

Project background and context 4

 The challenge 4

 The opportunity 4

Project aims and scope 5

 Key output 5

 Key outcomes 5

 Deliverables and functionalities..... 6

 Additional considerations for scoping 8

 Outside scope 8

 Interdependencies..... 9

Technical specs..... 9

Timeline 10

Key personnel..... 10

Guidance for responding to the brief 11







About Youth Futures Foundation

Established in 2019, Youth Futures Foundation is the national What Works Centre for youth employment, with a specific focus on marginalised young people.

Our vision is an equitable future society where all young people have the opportunity to be in good work.

Our role is to bring out systems change by:

1. **Finding, generating, and curating high-quality evidence** to better understand England's youth unemployment and inactivity challenge, and most importantly to learn what solutions work to address this. We do this through bringing together the best evidence already in existence and build on this through conducting original research and testing and evaluating promising interventions to produce much needed new evidence where there are gaps.
2. **Putting evidence into action with policy makers and employers** who have the means to make direct impactful change for young people. We do this through translating the evidence for stakeholders to use and understand, and through partnerships and engagement to influence, inform and support them as decision makers to back evidence-based interventions that work.

Throughout our work, we proudly involve the voices, perspectives and participation of young people experiencing marginalisation, through our Future Voices Group, our young Board members and beyond.

Our key audiences

To affect systems change, we need to communicate data and engage effectively with multiple audiences. Primarily these are policy makers, employers, and funders, but they also include academics, practitioners, service delivery organisations and the internal Youth Futures staff team as well as young people themselves. These stakeholders all have different capacity and needs for understanding and using labour market data, as well as access to our own analysis.



Project background and context

The challenge

As a What Works Centre that wants to drive change, Youth Futures needs to do more than just generate and present evidence. We need to synthesise and translate it meaningfully for our diverse audiences to inspire action. We want to be the first port of call for anyone looking to learn more about supporting marginalised young people to find and sustain good employment.

We know many of our key audiences are time poor, and differ in their expertise and technical knowledge, so we want to ensure the relevant data and analysis is easily accessible to enable them to act as part of wider systems change for young people.

Our [innovative data dashboard](#) provides data and analysis in an open manner, so stakeholders can understand labour market issues for young people in England. However, as we have grown in our work and ambition, we need to step back and fully plan how we want the dashboard to function in the future.

Since its launch in November 2023, the data dashboard has had over 12,890 views. In the last two months, we have seen a total of 2,352 views and 313 users. The top viewed pages were 'Risk of NEET Factors' and 'Areas,' which includes maps for constituencies and local authorities data.

The opportunity

As Youth Futures continues to grow as an organisation, we need a sustainable solution for organising and presenting data analysis for our users, to promote evidence-informed action and to adapt to the future youth employment landscape.

We are developing our next multi-year organisational strategy, including an EDI strategy. This is therefore an ideal time to re-organise the data dashboard to increase the discoverability, relevance, and accessibility of our data analysis and other economic and analytical projects.

We want to onboard an experienced data partner to support the internal project lead and internal project team throughout this phase.



Project aims and scope

Key output

A fit-for-purpose, re-launched external data dashboard that acts as an online hub of accessible, relevant analysis and open data for our key audiences and accurately presents our refined brand and mission, underpinned by sophisticated user insights and automated data visualisations.

Key outcomes

We want the data dashboard project to help us:

1. **Better support our audiences** in finding and using high-quality analysis and data to improve employment outcomes for marginalised young people by making sure that quantitative and economic data and analysis can be discovered, understood, and used by experts and non-experts across sectors;
2. **Work agilely** to respond quickly to the current political environment, feedback from young people, and opportunities to showcase YFF analysis and economics projects;
3. **Present a holistic picture** of the youth labour market which includes data about NEET/EET (which represents the core of the data that we present), as well as other secondary data on the housing market, education, and also data and analysis about what it means to be a young person in England aged 14-24;
4. **Build awareness of Youth Futures and our expertise** in the translation of economic analysis into practical insights.
5. Leverage our data in a way that **embodies our values**, including platforming the voices of those we work with and support;
6. **Marry our external dashboard with our data strategy**, which includes support on building a smaller internal dashboard to help us work agilely.



Deliverables and functionalities

We expect full scoping to be part of the project. Below is an indicative list.

What?	Why?	What we want to do and feedback from users
Insights feature		
Search function and tagging	To aid automation and minimise duplication / replication	The search function needs to work for the whole dashboard, not just constituencies. Furthermore, the search function for constituencies needs to be changed from a list. Improve the tagging options for accessibility
Systematic presentation of additional insight narrative	To help users interpret and use the data	Users are keen to see substantially more insight narrative accompanying the data on the Dashboard, and the YFF team has the expertise to provide this.
New tools for downloading data and graphs	Improve user experience and options for users to apply data	Options for downloads in different file formats; all graphs downloadable
A function to allow users to build their own graphs/charts	Option for users to create bespoke graphs that meet their needs	Allow users to customise how they view graphs, e.g. selecting variable such as age range, time frame of data (where possible); allow users to download bespoke data and graphs
New/updated pages		
Themed pages	Individual topics, types of intervention and issues in youth employment have specific data issues	Separate pages for our target groups, areas, and topics will help us provide more detail and data for the young people we support. For example, a page on intersectional data analysis relating to apprenticeships (by area, ethnicity, etc).
Pages presenting YFF analysis	Upload our own analysis and data reports	Adding more data analysis from internal projects as well as externally commissioned projects. ex: Risk of NEET analysis .
Pages presenting Youth Futures reports with a substantial data	This is a feature of the current Dashboard, but should be	This should be developed to complement our wider publications and the pages presenting Youth Futures analysis.



element, and associated datasets.	upgraded to accommodate new and innovative outputs	
Pages presenting data for sub-national areas (local authorities, combined authorities, regions, etc), and for international comparisons.	Data for sub-national areas is a high priority for many of our stakeholders, and is lacking or inaccessible from many data sources. We use international comparisons extensively in our work, as do many of our key stakeholders.	We are keen to explore how this feature of the Dashboard can be developed. Priorities include: <ul style="list-style-type: none"> - Adding data for more combined authorities. - Increasing the range of data for sub-national areas within the dashboard. - Improving the presentation of graphs for various datasets, including international data.
Site health, accessibility, and sustainability		
Support Youth Futures staff to update the Dashboard/add in-house analysis to the Dashboard.	We are keen to upskill the Youth Futures team to update the Dashboard, to maximise flexibility, agility, and timeliness	For site sustainability, we'd like to empower in-house editing/build abilities wherever possible. We would like the contracted team to provide training and support towards this.
Analytics	This feature supports data-led approaches to monitoring and evaluating outcomes	We use GA4 and would like the contracted team to provide support on improving this as well as linking to KPIs on our website.
Review for accessibility	Embodying EDI values and modelling good practice	We need a dashboard that is as accessible as possible to our diverse stakeholder base. We would like the contracted team to ensure that the Dashboard follows best practice for



		accessibility in resources of this kind, and to support Youth Futures staff to maintain this when updating or adding materials.
User guide	Support users to get the most out of the Dashboard and use it appropriately; ensure its sustainability over time	Provide clear guidance on how to use the dashboard, what is available, and how to access the underlying data
Report template		Create the ability to put together a “report” about a selected section.
Hosting and maintenance	Data security, timeliness, reliability and accessibility	The contracted team should maintain the current ‘data pipelines’ from key sources (e.g. ONS data), and developing additional data pipelines in future. They should also plan for troubleshooting this feature.

Additional considerations for scoping

- The majority of the data analysis undertaken by Youth Futures uses publicly available data, which is also the main source for the sections of the Dashboard supported by the data pipelines. However we currently use some other data sources and plan to extend this work in the future.
- User research on our research tools is planned for 2025. The contracted team will be consulted during planning for this (in relation to the Dashboard), and in reviewing and updating the design and content of the Dashboard to reflect learning from this research.

Outside scope

- We are not seeking a total rebranding of the Dashboard, and do not expect bids to include any plans for this.





- The strategic focus of the dashboard will remain unchanged from the current one.
- We do not want to move the dashboard into a Power BI or Tableau based external dashboard.

Interdependencies

- Youth Futures is currently developing a Digital Transformation project, including a substantially refreshed organisational website. This means that the Dashboard will interact with the Youth Futures website in ways that differ from the current ones. – a new website means new interaction of the dashboard with our website.
Youth Futures is currently refreshing its Corporate Strategy, with a launch planned for January 2025. This process may inform and guide the range of data, analysis and narrative that is highlighted on the Dashboard.

Technical requirements

We expect the commissioned team to have expertise in Python, automation and data pipelines. We are also seeking a team that includes some familiarity with economic data.



Timeline

The project is anticipated to run September 2024 – December 2025, with potential for extension to December 2026 subject to budget review.

Activity / relevant YFF milestones	Dates
External dev team appointed	Late September 2024
Kick-off meeting	Early October 2024
Corporate strategy internal launch	September 2024
External re-launch with new updates	March 2025
Project completion and debrief	Late December 2025
Ongoing support and maintenance	TBC

Key personnel

The internal project team will be led by Andrea Barry, Principal Economist, who will be the relationship manager and main YFF point of contact. The team may inform senior members of Youth Futures' Policy and Communications team.





Guidance for responding to the brief

Please send a written response to analysis@youthfuturesfoundation.org and andrea.barry@youthfuturesfoundation.org by **18:00 on Friday 30 August 2024** outlining the following:

1. Your suitability for and approach to meeting the criteria above, including:
 - your proposed response to the list of changes
 - how you are going to comply with EDI / accessibility
 - a brief project plan, which addresses timeline considerations and any key milestones, including any potential risk and mitigations
2. The client team you would put forward, and how this team would work with the internal project lead, including processes, systems, tools and contact frequency.
3. Any relevant case studies or past examples of work which further illustrate your strengths and experience in being able to fulfil the brief. (We would be particularly interested in understanding your experience of working with clients in the not-for-profit sector and/or clients in the education/skills/employment/ youth sectors on open data dashboard projects.)
4. Your service fee(s) for this project, with a breakdown of costs.

Your response will be assessed by the following criteria:

- Financial considerations (20%)
- Direction and approach (30%)
- Timeline and scheduling (30%)
- Technical ability to deliver the services (20%)

NB: We are aiming to communicate our decision to appoint by **20 September 2024**. We may hold interviews as needed.

If you have any questions or would like to arrange an informal conversation before submission, please email the project lead at andrea.barry@youthfuturesfoundation.org.



