**Quadrature Movement Building Monitoring and Evaluation Brief**

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| **Background and Context** | **WWF-UK/Quadrature Climate Foundation**2020 was scheduled to be an important year for land use and food, with the UK leaving the EU and the all-powerful Common Agricultural Policy. For the first time in nearly 50 years, the UK has the opportunity to recast what we value and pay for in our land and intrinsically our food. Then COVID-19 hit and the panic buying ensued. The spotlight on our food system and the resilience of our supply chains coming out of this are greater than ever. As the climate crisis continues at pace, we must seize this opportunity to make food and land the next air pollution which people – and therefore politicians – understand and care about. WWF has teamed up with the Quadrature Climate Foundation for two years to pursue three objectives to reduce greenhouse gas emissions linked to land use and agriculture: 1. Deal with the data – get to know our people and their food. 2. Win the narrative – change hearts and minds. 3. Change policy – cut emissions from UK land use and UK food consumption.As part of the partnership, WWF is piloting new ways of mobilising communities, supporting existing networks and coalitions to build capacity, reaching more diverse audiences and ensuring all voices are heard in the debate around land use and food. **There are two main elements of this movement building work within the Quadrature programme:**1. **Taking it further in 2021 – winning the narrative with local business, land and farming communities:**
* **Land use conversation toolkit and workshops** to empower communities to start talking about how land is used and managed and how they can influence decision makers. Workshop locations TBC, but they will take place in England.
* **Land, Food and Farming Fund: grants of £10,000 - £25,000 (total fund £80,000)** to new and untapped audiences across England campaigning and communicating on the need for land use transition and a more sustainable approach to food growing, with a focus of reaching those voices not often involved in the debate.
* **Supporting successful grant applicants to connect with each other**, network, capacity build and amplify each other’s’ messages through a series of events, demonstration visits and online workshops/training
1. **An ambitious blueprint (exemplar) for UK landscapes:**
* Supporting the Wild Ingleborough partnership to deliver **community engagement activities and events that help local people shape the future of their landscapes**.

**Wild Ingleborough**In the heart of the Yorkshire Dales, a beacon of nature recovery is emerging. Yorkshire Wildlife Trust, WWF-UK, Natural England, University of Leeds, Woodland Trust, and United Bank of Carbon have partnered, alongside local communities and many others, to restore over 1220 hectares around Ingleborough. We want to create a wilder future for Ingleborough. We want to bring back ancient woodland, hear skylarks sing over limestone grasslands and witness spectacular displays of wildflowers. By supporting low intensity farming, restoring wildlife-friendly habitats and sharing skills and knowledge, we can help make Ingleborough a haven for nature and people. By working together, Wild Ingleborough will become a flagship example of how we can restore nature and tackle the climate crisis in the UK and around the world.In order to influence national policies, we need to demonstrate local examples of land use transformation and provide a mandate for national leadership. This cannot be achieved without the support of local communities surrounding Ingleborough and the many people that visit the mountain throughout the year. Community engagement is vital not only to support the land use shifts, but also shape them based on community social and economic requirements.**Community Engagement & Co-creation** WWF-UK and Yorkshire Wildlife Trust are partnering to deliver a series of micro-community projects that are co-designed and delivered by the community. The projects will create opportunities for communities to participate and work together to create and share their stories about their area. They will shape their vision for the future of their area. ​This pilot initiative will feed into – and help secure the success of – the Wild Ingleborough project.​ Our programme will also provide insights on the use of narrative-led engagement models for future projects, which have different topographies and land use challenges.Overall aims:* Create an exemplar project for national advocacy and replication, with learnings captured​.
* Increase local awareness, discussion and demand for land-use transformation.
* Engage diverse and non-traditional audiences in landscape issues and the vision of the future. Ensure underrepresented voices are heard in discussions around land-use.

The personal stories from these engagement projects, which include Oral Histories, an access fund (small community access grants, with a total fund of £15,000) and more traditional consultation, will help feed into the final community engagement element; a series of community workshops enabling local people to codesign and cocreate elements of the second phase of the project, focusing on the benefits to the wider community. |
| **Monitoring and Evaluation** | In order to evaluate the effectiveness of the community mobilisation elements of the Quadrature programme, we would like to set up a monitoring and evaluation plan, with the aims of:* Evaluating the Land, Food and Farming Fund granting mechanism, both from a WWF and grantee perspective, and how well it helps achieve the Quadrature programme objectives.
* Supporting Land, Food and Farming Fund grantees by providing training on monitoring and evaluation techniques.
* Shaping the second phase of the Quadrature movement building programme, in terms of the effectiveness of land use conservation workshops and granting to broaden audiences, increase awareness and influence politics.
* Evidencing why some pilot ideas will/won’t be modified/taken forward into the second phase of Wild Ingleborough.
* Helping shape best practice for future community engagement and codesign of landscape projects based on learnings from Wild Ingleborough microprojects.
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| **Timeline** | Supplier chosen: Dec 21Research/monitoring framework designed: Dec 21 – Feb 22 (ongoing while Wild Ingleborough microprojects start/grantees are selected) Wild Ingleborough microprojects live: Dec 21 – May 22\*Land, Food and Farming Fund application window: Dec 21 – Jan 22Land, Food and Farming Fund campaigns live/training/workshops: Mar – Jun 22Final report: June 22 *\*Please note, a more detailed timeline of microprojects can be supplied on request if useful* |
| **Scope of Work** | The evaluation work will involve three key areas:1. **Monitoring and evaluation of Wild Ingleborough’s microprojects:**
* Create monitoring and evaluation framework.
* Plan how outputs and outcomes will be monitored and evaluated.
* Work with project team to agree suitable targets.
* Agree data collection and reporting methodologies, including baseline data.
* Ensure the collation of both qualitative and quantitative data.
* Case studies of people/organisations involved.
* Lessons learned: how can projects be improved for phase two? Which should be taken forward/developed?
* Final report on the effectiveness of microprojects and their contribution to Wild Ingleborough and Quadrature objectives.
1. **Monitoring and evaluation of the Land, Food and Farming Fund** **granting process:**
* Create monitoring and evaluation framework.
* Plan how outputs and outcomes will be monitored and evaluated
* Work with project team and grantees to agree suitable targets.
* Agree data collection and reporting methodologies, including baseline data.
* Ensure the collation of both qualitative and quantitative data.
* Case studies of people/organisations involved.
* Lessons learned: how can granting be improved for phase two? Which areas should be developed/provide the most impact?
* Final report on the effectiveness of the grants in achieving Quadrature objectives and the impact on grantees.
1. **Monitoring and Evaluation Training**
* A series of online training workshops for Land, Food and Farming Fund grantees to help develop an understanding of monitoring and evaluation methods and indicators, building capacity for their future campaigns.

Within these key areas, consultants should consider using information from a variety of sources, including, but not limited to:* Original grant/partnership agreements and supporting documents.
* Existing baseline data sources available from partners or publicly.
* Social media and online sources.
* Monitoring data recorded over the delivery period.
* Visits to project sites and volunteering activities.
* Consultations and interviews with staff, partner organisations, stakeholders, grantees, participants and volunteers.
* Feedback from meetings, training and workshops.
* Additional information and insights gathered directly by the consultant.
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| **Budget** | £25,000 - £30,000 inclusive of all expenses and VAT. |
| **Key Contacts** | Charlie Cutt, Community Manager WWF-UKccutt@wwf.org.uk |
| **Further information** | <https://www.wwf.org.uk/updates/wild-ingleborough-vision-future>  |
| **Response to brief** | Please send proposals (max 5 pages or 10 slides) to ccutt@wwf.org.uk by **12 noon on Monday 13th December.** The tender should include the following:* Explanation of methodology, programme of work and timescales.
* Details of relevant experience of delivering evaluation work.
* A fixed–price quote of overall costs including daily rates for all team members (inc. VAT if applicable), any production costs for final documents and any expenses.
* An explanation of each person’s responsibilities and any sub-contracted elements.
* Confirmation of capacity to complete the work within the brief in the timeframe.
* A brief explanation of how your organisation is working to improve its sustainability.
* How you will process and store data in compliance with GDPR.

Responses to the call for proposals will be judged on: * Ambition and the best proposal for meeting WWF’s objectives
* Timing
* Cost
* Understanding of the project brief
* Rigor of proposed methodology
* Relevant experience demonstrated
* Sustainability credentials of the solution and the consultancy
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